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MID-TERM REPORT OF DEPT. OF
ECONOMIC DEVELOPMENT OF
REGIONAL MUNICIPALITY OF
HAMILTON-WENTWORTH

ECONOMIC DEVELOPMENT DEPARTMENT
MID-YEAR REPORT
JANUARY - JUNE, 1987

URBAN MUNICIPAL
SEP 12 1987
GOVERNMENT DOCUMENTS

- A BUSINESS DEVELOPMENT
B TOURISM & CONVENTIONS
-

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A. BUSINESS DEVELOPMENT

A.1 BUSINESS RETENTION

The mission is to retain local industry and encourage expansions at existing facilities or within the Hamilton-Wentworth Region.

A.1.1. Visitation

- Staff have an objective of visiting 300 firms within the Region this year. To date, staff has made a good start, visiting 94 firms. The purpose of these visits is to meet members of the business community, identify, discuss and respond to their concerns. These visits also provide chances to identify business opportunities for joint ventures, licensing, and import and export substitution.
- Contact is made with the business community through the regional Skyline business newsletter four times a year. March and June issues have been produced and mailed to about 3000 names on the revised mailing list. The Skyline's new appearance reflects the new marketing thrust of the Region, namely, to project Hamilton-Wentworth as a regional centre for business and finance as well as an attractive destination for tourism and conventions.
- Through direct mailings, staff have contacted 30 local firms and advised them of nine potential business opportunities.

A.1.2. Seminars

Seminars are occasions to discuss business opportunities, interact with members of the business community, generate leads and enhance the Regional image. Four local seminars have been scheduled for the year. Two successful seminars, with the Bank of Montreal and the Toronto Dominion Bank, have been held so far. The association of the Economic Development Department with the Business Advisory Centre, the Ontario Development Corporation, and the Ministry of Industry, Trade and Technology was explained and how they interface with new and existing entrepreneurs establishing or expanding their businesses. The meetings were attended by 27 participants and generated five inquiries.

A.1.3. Advertising

Advertising is an important tool for advancing business opportunities and awareness of the Region. To this end, the Region has created a new dynamic MOMENTUM ad featuring determined business people in a hurry. The copy invites entrepreneurs to share the business momentum in Greater Hamilton. To date, the Region has actively advertised in local, national and international publications:

Local: McMaster Times, Winter/87
Hamilton Home Show, February/87
Panorama (Hamilton Chamber of Commerce), May/87
(Momentum)
Let's Talk Business, June/87 (Greater Hamilton,
Greater Conventions)
Advertising and Sales Club, May/87 (customized ad)
McMaster University Commemorative Issue (A McMaster
Times Special Edition/87) (customized ad)
Arts and Entertainment Forum, March 87

National: Financial Post, Summer/87 (Momentum)
Canadian Business, June/87 (Momentum)
Metropolitan Toronto Business Journal, June/87
(Momentum)
Financial Times of Canada (Site Selection'87 Special)
Feb/87
Toronto Sun, July/87 (Tale of Two Cities)
Apartment Ads, West Toronto, July/87 (Tale of Two
Cities)

International: Canada Journal, March/April/87 (German), Winter/87
(English)

A.1.4 Trade Shows

Trade shows are opportunities for interaction with local business and foster business contacts. Staff is committed to participate in two local shows, scheduled later in the year. Staff successfully assisted a delegation of German entrepreneurs who attended the Hamilton Home Show in March. The seven-company delegation are members of the Plastic and Woodworking Association of Nordrhein Westfalen, West Germany. (For details, see Task 2)

A.1.5 Community Events

Staff have actively attended and participated in meetings of the Stoney Creek, Flamborough, and Hamilton Chambers of Commerce, including annual meetings, Corporate Citizen of the Year dinners and State of the Region address. Other important events attended by staff include Mardi Gras, Sons of Italy Spaghetti Dinner, It's Your Day Festival, Italo-Canadian Citizen of the Year Banquet, Hamilton Home Show, Hospitality Show and Hamilton Air Show.

A.1.6. Client Service

Staff have endeavoured to meet with entrepreneurs in order to further the retention and expansion of local business. So far staff has received 152 local inquiries and completed 36 files involving local firms. Among the completed files were three local firms, with a total of 265 employees, which have decided to remain in the Region. Seven new firms have been established in the Region.

A.1.7. Survey of Firms Which Left

This project is in progress and will be completed during the summer.

A.2 ATTRACT EMPLOYMENT OPPORTUNITIES

The mission is to attract re-locating companies and entrepreneurs and to foster the establishment of new businesses within the Region.

A.2.1. Advertising

- The Region has endeavoured to advertise the Region's viable business environment and lifestyle in publications with a high circulation in the professional and business community. These publications include:

Financial Post (1), Canadian Business (1), Financial Times of Canada (Site Selection '87 special issue) (1), Canada Journal (2), Hamilton and District Chamber of Commerce Panorama (1) and Metropolitan Toronto Business Journal (1) and McMaster Times (1).

- Through direct mailings, the staff has sent information packages on the Region's auto parts manufacturers along with covering letters from Chairman Sears to those attending an automotive parts luncheon held in Detroit, Michigan. Another mailing campaign involved sending data pertaining to Regional high tech development to select Ann Arbor, Michigan high tech companies.

A.2.2 Presentation

Ten clients, on separate occasions, have been given tours of the Region's industrial and commercial properties. Customized proposals, involving the relocation, expansion, establishment, or retention of a business, were presented to clients. Seventeen proposals have been prepared to date.

A.2.3 Trade Shows

In February, the Region participated at Site Selection '87, a forum which allows Ontario municipalities to discuss the merits of establishing a business in their community. In March, the Region was present at Business Opportunities Canada, a venue where municipalities, major financial institutions, support services and entrepreneurs meet to market their products. At Site Selection '87, the Region also unveiled an attractive new exhibit booth, which features a large display area for brochures and audio visuals and conference room for confidential discussions.

A.2.4. Trade Missions

1. In March, Regional representatives participated in a trade mission to West Germany and Austria in an effort to attract new investments and technology, identify compatible investors and promote the Hamilton-Wentworth in keeping with the Region's economic strategy. Members of the mission included the Regional Chairman, Economic Development Committee Chairman, Vice-president of the Hamilton and District Chamber of Commerce, members of local business and the Director of Economic Development Department.

In Austria, staff discussed with Canadian Commercial Officers effective approaches to enable Austrian business concerns to enter the Canadian market and arrangements were discussed for a tour of the Region by an Austrian business mission in June, 1987. The mission subsequently decided to confine their visit to Toronto, Vancouver and Montreal.

In West Germany, the Regional delegation held meetings in Munich, Düsseldorf, Dortmund, Rietburg, Bonn and Greater Hannover with business prospects, government officials from the province of North Rhine, Westfalia, representatives of the Plastic and Woodworking Association, and Canadian Embassy officials. Continued discussions were held in Greater Hannover on the twinning proposal and other issues of common interest. Initial contact was made with Bahlse and Continental, two world-wide companies, to promote the Region as a location for their Canadian operations. Definite business proposals involving direct investment, joint ventures and new technology are at different levels of completion.

2. The Far East Program has not been pursued this year. Council has resolved to put the program on hold until a report can be prepared by staff to suggest a revised program.

A.2.5. Trade Receptions

The Region hosted a special reception at the the Sheraton Hotel for a German trade delegation representing the Plastic and Woodworking Association of Nordrhein, Westfalia, West Germany, attending the Hamilton Home Show. Regional Councillors, German companies that already located in the Region, and many members of the business community interested in doing business with these companies were invited to the reception. Several members of the German delegation made contacts with local firms interested in discussing joint venture opportunities. The delegation received encouragement and support for their business initiative at a reception hosted by Chairman Sears at the Hamilton Yacht club. They were also received at the Genn Farm, a successful training and riding stable, established in the Township of Glanbrook.

A.3 ATTRACT PEOPLE

This mission is to capture a greater proportion of the migrating population and encourage moves to Hamilton-Wentworth.

A.3.1 Advertising

The Region's MOMENTUM ad has appeared in several national publications, including the Financial Post, Canadian Business and the Metropolitan Toronto Business Journal. The ad is aimed at young executives, both men and women.

A "Tale of Two Cities" ad campaign, which highlights the advantages of living in Hamilton-Wentworth and its economic and lifestyle benefits, has been finalized. Ads will be placed in the Toronto Sun in July as well as in apartment elevators in west Toronto where young executives live.

The campaign to attract people will be completed with a direct mailing to west Toronto area. Flyers are now completed and will be mailed to targeted prospects in the next quarter.

A.3.2. Encourage Quality of life Development

A study is currently being undertaken by the Planning Department.

A.3.3. Presentations and Communications

This program is in the process of being developed.

A.4 FOSTER SMALL BUSINESS DEVELOPMENT

The mission is to assist in the formulation, operation and long-term viability of small business enterprises.

A.4.1. Community Small Business Centre Development (Incubator)

A three-phase Community Small Business Centre Development study currently being conducted by Hemson Consulting Ltd. is well underway. The results of Phase I suggest that the establishment of a community small business centre is feasible in Hamilton-Wentworth. The report points out that there is a good level of entrepreneurial activity in the Region, a wide range of existing small business services, and a number of groups and organizations prepared to support and participate in a centre. Members of the Steering Committee have toured Small Business Centres in Brantford, London and Waterloo.

Phase II of the study will be presented to the Centre's Project Steering Committee on July 23, 1987. Subject to the approval of the Steering Committee, the final report can be expected by August 15, 1987.

A.4.2. Financial Community Liaison

Staff have met informally with each "A" bank loan officer in the community and formally with two. Letters have been sent by staff to virtually all the financial institutions, accountants and financial planners in the Region requesting information about their services and growth in recent years. This information will be analysed and correlated and prepared for presentation.

A.4.3. Advertising

The Region advertised in the Financial Times Show Guide and Supplement in conjunction with Site Selection '87 with a view to attracting new and re-locating business. (See Task 2)

A.4.4. Local Trade Shows

The Region was involved with the Hamilton Home Show to the extent of facilitating the attendance at that show of representatives of the West German Plastic and Woodworking Association of Nordrhein, Westfalia and bring them together with local entrepreneurs in similar lines of work. Sunday Windows, a West German company that has recently established an operation in the Region, took part in the show.

A.4.5. Business Advisory Centre

A tentative referral system has been established between staff and the B.A.C. The Centre has been exceptionally helpful in assisting business plan development. A total of \$35,000 has been allocated in the 1987 budget, representing our share of a joint venture with the Ministry of Industry, Trade and Technology. Half of the approved amount has been advanced to cover the BAC operating expenses.

A.4.6. Client Service

Staff has generated 152 inquiries and completed 36 files to date in 1987. (See Economic Indicators, Table 5.)

A.5 DEVELOPMENT AS REGIONAL CENTRE

The mission is to increase the market service area of the Region and increase penetration of existing local market for business and government services.

A.5.1 Advertising

This program overlaps with other advertising programs for Tasks 1, 2, and 3.

A.5.2. Facility Development

Canada Steel Science and Technology Museum--There has been considerable activity in connection with the Canada Steel Science & Technology Museum. On June 5, 1987, the Provincial Government approved a grant of up to a maximum of \$34,150 to undertake a feasibility study with respect to the establishment of a museum. A decision on our application to the Federal Government is pending. In the meantime, the firm of Moffat Kinoshita Associates Incorporated has been selected to conduct the study. An initial meeting with Mr. Moffat is scheduled for July 8. The first phase of the study will determine needs/market assessment of an internationally-significant Steel Science and Technology Museum in the Region. This phase will also provide a preliminary indication of financial support and will examine the availability of collections from industry.

The second phase of the study will look at: programming/administration; space requirements; financing; and schedule of actions required for the implementation of the project.

Plans are underway to expand the membership of the Steering Committee. Possible new member sources include: Association of Professional Engineers; Canadian Institute of Mining and Metallurgy; Iron-Steel Association; artistic community and a representative from the media.

Confederation Park Hotel Study--A draft report, prepared by the consulting firm of Laventhol and Horwath Management Consultants, Toronto, was presented to the Economic Development and Planning Committee on April 30, 1987. The report supported a proposal for a 150 to 200 room hotel with restaurant, coffee shop, entertainment lounge, conference meeting wing and recreational area. A Steering Committee with members from Laventhol & Horwath, Hamilton Conservation Authority and the Economic Development Department have reviewed the draft report and made additional suggestions for consideration. The final report is expected by July 3, 1987.

A.5.3 Attract Government and Third Sector Organizations

The Attorney General's office has leased space at Century 21, 100 Main Street East in Hamilton for a regional office which is scheduled to be operational on July 1, 1987.

To accommodate anticipated growth in business development in the Region, the Ministry of Industry, Trade and Technology has decided to establish a regional office in Hamilton. The office will provide extensive consulting services.

Major developments in financial service organizations have occurred in the Region. The Canadian Imperial Bank of Commerce's new regional banking/office building is nearly completed. Coupled this with expansions of the Royal Bank and Toronto-Dominion offices to provide increased consulting services to the Region and neighbouring municipalities is making Hamilton-Wentworth a truly regional centre for financial institutions.

Consulting accounting firms in the Region have expanded their regional operations to provide their specific service to the outlying areas and to municipalities beyond the the Region. In a few cases these firms have amalgamated to provide a central service centre for their many clients.

A.6 ATTRACT FINANCIAL SECTOR DEVELOPMENT

The mission is to encourage financial institutions and related service industries to develop facilities within the Region.

A.6.1. Trade Missions

An on-going activity of trade missions to Europe is meeting with various European banking officials for discussions about expanding their operations to the Region. Discussions have continued with Toronto branch offices of Banca Commerciale Italiano and Barclays.

A.6.2. Direct Mail

In progress.

A.6.3. Special Reports

Banking in Hamilton-Wentworth--Terms of reference for this report is currently being developed. Research will begin in the next quarter.

Work has begun on the revision and updating of the Regional Profile For Profit, a definitive compendium of demographics, statistical and reference information about the Region. This work is being carried out by an university exchange student from Hong Kong through an ITEP program in cooperation with McMaster University.

Hamilton-Wentworth Business Directory listings have been put into computer format, making it easier to update company information. The next edition will be prepared by the private sector.

A.6.4. Advertising

Staff is in the process of identifying banking publications in which to advertise the advantages of the Region as a branch location.

A.7 PERFORMANCE ANALYSIS

The mission is to learn from the experience of municipalities which have accomplished successful economic development activities.

A.7.1. Presentations to Committee

Staff has endeavoured to advise the Economic Development and Planning Committee of significant events by reporting "Highlights" in committee agendas. The mid-year report further describes activities and results achieved as outlined in the approved implementation strategy as well as providing a statistical overview of economic performance indicators.

A.7.2. Business Tours

In May, members of the Economic Development Committee and Regional Council and representatives from the Real Estate community were taken on a tour of five industrial areas in the Region. The purpose of the tour was to show what industrial areas are available, costs to purchase and future development plans.

Another tour to industrial parks in neighbouring municipalities is planned for the second half of the year to provide a greater understanding of the issue.

A.7.3. Professional Development

Staff attended the "Role of the Service Sector in Economic Development" seminar in February. This seminar was part of the University of Waterloo/Industrial Developers Association of Canada Economic Development Programme, leading to a diploma in Economic Development.

Staff have also participated at three Ontario Industrial Development Council meetings, including the Annual Meeting in Toronto, a spring meeting in Oshawa and a summer meeting in Brockville. Of significant note was the Brockville meeting which was held in tandem with the Association of Municipalities of Ontario Economic Development annual meeting. Staff also participated in the annual conference of the American Economic Development Council in Fort Worth, Texas.

Specialized seminars on Writing Sales Literature and Designing and Preparing Camera Ready Artwork was attended by staff in order to increase the department's writing and design capability for reports and advertising purposes.

APPENDIX A

1. NEW BUSINESS TO REGION

<u>Company Name</u>	<u>Product or Service</u>	<u>Approx. New Employment</u>
Westdale Food Shop	Specialty foods	2
Bosko Sakic	Stainless steel pipe & specialty bottling	20
O. Two Systems Inc.	Regulators and medical masks	3
Schooner Computing Ltd.	Computer software/hardware sales & training	1
Sherway Transport Ltd.	Truck transport	10
DiCat Siding Ltd.	Sales services, soffit/siding/fascia	4
J & M Tire Ltd.	Tire repair and retread	20
Ministry of Attorney General	Provincial Government	25
Mario's Catering Ltd.	Catering/banquet service	34
Cayuga Materials and Construction	Construction materials	4
Ceramic Tile Centre	Bathroom & Accessories	5
Enpress Cabinets Ltd.	Custom cabinet manufacturers	3
Exclusive Doors	Closet doors & shelving	7
TOTAL JOBS		138

2. EXPANDED/RELOCATED/RETAINED BUSINESS

Reily's Food Ltd.	Food processing	4
Mutual Life Insurance Co.	Life/health insurance	No change
Aldon Investments Ltd./ The Meat Factory	Food processing	No Change (saved 35)

(CONT. EXPANDED/RELOCATED/RETAINED BUSINESS)

M & M Products	Bathroom tubs & fittings	(saved 20)
Thorne Riddell Ernest & Whinney	Chartered Accountants	7
Solar Erectors Inc.	Cement coreslab flooring	10
Tripemco Insurance Brokers Ltd.	Insurance brokers	4
Colangelo, Pettinelli, Mastroluisi	Financial & tax planning	4
Wentworth Mould and Die	Plastic moulds & dies	20 (saved 110)
Cipolla, Pechora, Monachino	Chartered Accountants	4
Shipsin Warehousing & Distributing Ltd.	Plastic packaging & distribution	4
Canada Life Assurance Company	Insurance/underwriting	8
Westinghouse Canada	Electrical equipment	40
Royal Video Sales Ltd.	Audio/video sales/rental	4
Hamilton Brick Company	Clay bricks manufacturing	5
Industrial Diesel Service	Repair/service turbo chargers & fuel injection systems	4
Rayma Bakery	Pastry & donut baker	12
Ferrel Builder's Supply	Retail/wholesale of building materials	15
Royal Collision Ltd.	Auto body/mechanical repairs	8
Bomber Mfg.	Pant manufacturer	8
Ministry of Industry, Trade and Technology	New Regional Office	15
Wilson Laboratories Inc.	Garden chemicals	No change
Mountain City News	Newspaper	10
I.M.C.O. Limited	Sealants and coatings	6

(CONT. EXPANDED/RELOCATED/RETAINED BUSINESS)

Balloon Man of Canada	Manufactures/print/ distributes balloons	(saved 100)
Sunday Windows	Window manufacturers	10
Susan Shoe Industries	Shoes, auto parts	270
Fortinos	Retail food	12
TOTAL JOBS		484
GRAND TOTAL NEW JOBS		622

3. ECONOMIC INDICATORS

TABLE 1

BUILDING PERMIT VALUE DISTRIBUTION BY SECTOR

INDICATOR	June/86	June/87
TOTAL VALUE OF PERMITS	298,788,660	279,266,993
Industrial	81,820,373	49,073,684
Commercial	25,751,810	38,145,153
Residential	116,594,031	160,369,319
Institutional	74,622,446	31,678,837

Source: Building Departments of Area Municipalities

TABLE 2

DISTRIBUTION OF BUILDING PERMITS
BY MUNICIPALITY (\$000's)
January to June, 1987

MUNICIPALITY	INDUSTRY	COMMERCIAL	INSTITUTION	RESIDENTIAL	TOTAL
Hamilton	41,776.8	31,802.0	29,084.1	85,481.6	188,144.5
Stoney Creek	4,781.0	3,863.5	1,226.0	19,576.5	29,447.0
Flamborough	768.9	727.0	159.6	14,905.3	16,560.8
Dundas	---	224.1	935.7	11,928.8	13,088.5
Ancaster	1,574.2	1,473.1	265.5	25,769.0	29,081.8
Glanbrook	172.8	55.5	8.0	2,708.2	2,944.5
REGION	49,073.7	38,145.2	31,678.9	160,369.3	279,267.0

Source: Building Departments of Area Municipalities.

TABLE 3

PUBLICLY-OWNED INDUSTRIAL LAND SALES

INDICATORS	1982	1983	1984	1985	1986	June/87
Transactions (Total No.)	N/A	1.00	3.00	13.00	28.00	41.00
Acres Sold Total	4.72	0.77	2.45	14.14	37.60	50.07
Value of Sales (\$000)	206.60	56.40	157.50	780.70	2,248.5	2,149.7
Avg. cost/acre (\$000)	43.80	73.20	64.30	55.20	61.1	42.9

Source: Regional Municipality of Hamilton-Wentworth Economic Development Department, Annual Reports 1982-1985 and City of Hamilton Real Estate Department, June, 1987.

NOTE: Sustained demand for industrial land within the Region necessitated acquisition of additional lands for sale. The Region purchased 85 acres adjoining **Ancaster Industrial Park** to develop as Phase II. Servicing of the first section of Phase II is anticipated to begin in the fall of 1987. The land will be marketed in early 1988.

Preliminary design and engineering of **Hamilton Mountain Industrial Park #2**, which entails the construction of the future Dartnall Road extension, is scheduled for the fall of 1987.

Staff is involved with the Planning and Development Department's Industrial Lands Study. Constraints to growth in Flamborough's **Clappison's Corners** and the **Stoney Creek Industrial** area are being examined.

Staff is involved in examining aesthetic improvement possibilities to buffer the industrial parks from growing residential areas. Hamilton Mountain's Ryamal Estates district is currently being studied for possible landscaping.

TABLE 4

BANKRUPTCIES

TYPE	1983	1984	1985	1986	June/87
Business	139	143	143	77	21
Consumer	519	454	444	359	248

Source: Consumer and Corporate Affairs

TABLE 5

BUSINESS DEVELOPMENT DIVISION INQUIRIES
1982 - 1987

	1982	1983	1984	1985	1986	June/ 1987
Inquiries	636	812	340	301	190	167
Completions	91	81	45	29	54	42

Source: Business Development records and Annual Reports 1982-1986.

TABLE 6

RESIDENTIAL REAL ESTATE ACTIVITY

INDICATOR	June/85	June/86	June/87
Listings (Total Number)	11,525	11,036	12,488
Sales (Total Number)	5,829	6,385	6,378
Value of Sales (\$ Millions)	444.8	570.7	734.7

Source: Metropolitan Hamilton Real Estate Board Housing Market Reports, 1982-June, 1987.

TABLE 7

HAMILTON-WENTWORTH
HOUSING STARTS

MUNICIPALITY	JAN-JUNE/85	JAN.-JUNE/86	JAN.-JUNE/87
Ancaster	186	102	179
Dundas	39	20	107
Flamborough	200	96	94
Glanbrook	19	15	15
Hamilton	512	311	624
Stoney Creek	323	214	204
Greater Hamilton	1,279	758	1223

Source: Canada Mortgage and Housing Corporation

B. TOURISM AND CONVENTIONS SERVICES

B.1 TOURISM

While it is too early to measure the exact level of response to Regional tourism advertising and promotional efforts, informal surveys of incoming tourists and visitor inquiries indicates that our impact to date has been significant. The GOOD NEWS LINE operates 24 hours per day, locally, and has been getting good response. The recently established WATTS (1-800) line is being used by the public in both Ontario and bordering U.S. States. More formal tourism surveys are now being implemented at our tourism information booths. Liaison between public and private sector organizations has been initiated and will be further enhanced through our newsletter and associated correspondence.

B.1.1 Advertising

To increase the number and length of stay of tourists, ad placements have been inserted in the following media:

1. Radio: Local, 65 Spots per week.
 CKOC, CKLH, CKDS, CHAM
2. Transit: 40 billboards on HSR buses.
3. Newspaper and Trade magazines: Three - 200 line ads placed in the following:
 Buffalo Evening News (The Great Diversion)
 Rochester Democrat Chronicle (The Great Diversion)
 Syracuse Herald (The Great Diversion)
 Detroit News (The Great Diversion)
 Cleveland Plain Dealer (The Great Diversion)
 The London Free Press (The Great Diversion)
 Full page in Brabant Tourism Supplement (For A Greater Vacation....)
4. Special Event Announcement Ads:
 1250 line ad in The Hamilton Spectator (Excitement, Hospitality Week)
 Spectator (Excitement, Golden Horseshoe Fishing Derby)
 Spectator (Excitement, Pinelands Hunters and Anglers Annual Fishing Derby)
 Brabant(Same as above)
 Spectator (Calendar of July Events)

At the time of this review, about 60 per cent of the advertising program has been completed.

B.1.2 Support Material

Brochures which address our target groups have been completed. They include a map, a calendar listing events throughout our Region, and accommodation, dining and service guides.

As of June 5 through to Labour Day, we have in operation, tourist information booths at Confederation Park, the African Lion Safari, and the Royal Botanical Gardens. In addition, we are servicing tourist booths operating independently in Ancaster and Flamborough with information materials and trained staff.

B.1.3 Direct Sales Support

1. Audio Visual:

New photographs are currently being shot to update our inventory of Regional attractions, special events, etc. Once completed this new material will be used in preparing an audio visual presentation.

2. Trade Show Display:

The new and attractive exhibit booth made its debut at a marketplace recently held at the Hamilton Convention Centre during Hospitality Week. Representatives of Greater Hamilton's hospitality industry were very much impressed with the booth.

3. Presentation Kit:

Photographs are being taken and production is in progress.

4. Uniforms:

Uniforms have been delivered and are now being worn by our summer students at tourist information centres and by staff at marketplaces.

5. Tourism Training:

Nine student counsellors have been hired by the department and appropriately trained to staff tourist information centres and perform other duties as needed.

Three counsellors - Federal SEED Programme (partially subsidized)

One counsellor - Festival Country (fully subsidized)

Five counsellors - hired and paid by the Region

6. Familiarization Tours:

a. Chenango Valley and Shortline Bus Lines,
Binghampton, New York, May 13, 1987.

Co-sponsored by Tourism Canada, staff met with group leaders associated with Chenango Valley and Shortline Bus Lines to promote Greater Hamilton's events, attractions, facilities, etc. We received excellent response from over 123 tour group leaders attending. It was settled that Greater Hamilton would

now be included in their upcoming list of tours. This familiarization tour was a co-operative venture attended by the following members of the Greater Hamilton Hospitality Sector:

African Lion Safari	Royal Connaught Hotel
Canadian Football Hall	Flamboro Downs
of Fame and Museum	Hamilton Museum of Steam and
Ancaster Old Mill	Technology
Geritol Follies	Hamilton Historic Sites
Art Gallery of Hamilton	Macassa Bay Boat Tours
Winterfest	

b. Travelways Bus Line:
June 16, 1987

Sandra McMahon, representing "Giant" Travelways Tour Bus Line, accompanied by staff, visited Greater Hamilton's attractions and restaurant and subsequently was very impressed with the new developments in our area. Beginning this September, Travelways is offering a two-day, one-night "prime time" tour of our Region aimed at the 25-55 year age group.

c. Buffalo Evening News Travel Writer
June 16, 1987

Travel writer Jean Westmore, accompanied by staff, toured at her request the Hamilton downtown area, including the Farmers' Market, Dundurn Castle, Royal Botanical Garden and cruised on the MV Macassa Bay. She was most impressed with the cleanliness of the city and the friendliness of the people, especially at the Farmers' Market. A travel feature on Greater Hamilton is expected in mid July.

7. Lobby Displays for Hotels and Convention Centre:
These are currently being designed.
 8. Upgrade Tourism Information Centres:
All tourism information centres operated by the Division have been upgraded.
 9. Newsletter:
Mailing lists and highlights are currently being prepared for insert into September's Skyline issue.
 10. Promotional Items:
Weepils and pins have been purchased.
 11. Tourism Information (via telephone, letters, etc.):
Personnel are now in place and instructed regarding responding to public inquiries.
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B.1.4 Marketplaces

Of the 15 scheduled marketplaces, staff attended the following seven:

1. Capital Tour and Travel, Hershey, P.A.
February 6-7, 1987.

Travel trade marketplace with 450 group and tour operators. Good response. Accompanied by the Royal Connaught Hotel. Follow-up in place.

2. Michigan Spring launch - Canadian Consulate Marketplaces, Dearborn (Consumer Show), Grand Rapids and Flint (Travel Trade)
March 1-4, 1987.

Over 6,500 combined (consumer/travel) in attendance. Excellent marketplace with many tours resulting. Accompanied by the Royal Connaught and Sheraton hotels.

3. Hudson Valley Travel Expo '87, Suffern, N.Y.
March 12-14, 1987.

Over 1,400 in attendance. Excellent exposure for the Region among influential tour operators and group leaders based in border States. Excellent response. Accompanied by the Royal Connaught and Sheraton hotels.

4. New York Spring Marketplace (Canadian Consulate), Buffalo, Rochester, Syracuse (Travel Trade)
March 24-26, 1987.

Over 600 members of travel trade attending. Excellent response. Arranged tours and visits by travel writers. Accompanied by Ancaster Old Mill Inn, the Royal Connaught and Sheraton hotels.

5. The Travel and Leisure Show, Mississauga, Ontario
April 10-12, 1987.

A consumer show with 15,000 people attending. This was the first time this marketplace has been held and Greater Hamilton attractions/facilities were well received. Accompanied by African Lion Safari, Art Gallery of Hamilton, Hamilton Philharmonic Orchestra and Ancaster Old Mill.

6. Ontario Attractions and Events Marketplace, Hamilton Convention Centre
February 12, 1987.

Over 500 group leaders and 250 tour operators from Canada and the U.S. attended Hamilton's premiere marketplace. Sponsored by Ontario Tourism and Tourism Canada, approximately 110 Ontario attractions were exhibiting. Response was excellent both in terms of our featured attractions and the opportunity to showcase our Region to influential group leaders and tour operators. Much tour specific information was requested by motorcoach associations that are planning to include Hamilton in upcoming tours.

7. Attractions Ontario, London, Ontario
April 6, 1987.

Attended by over 650 group leaders and tour operators. The Tourism and Conventions Services Division's hospitality suite was visited by approximately 300 people, including the Ontario Minister of Tourism. We were assisted by representatives of the Art Gallery of Hamilton, the Hamilton Philharmonic Orchestra, Macassa Bay, Dundurn Castle, and the African Lion Safari. This marketplace will be meeting in Greater Hamilton, November 1-2, 1987.

B.2 CONVENTIONS

This is shaping up to be a banner year for conventions in Greater Hamilton. During the period under review, 80 conventions were held throughout Greater Hamilton bringing approximately 40,000 delegates and generating over \$72 million into the region's economy (See attached appendix A). The initiative of local members of provincial, national and international Associations, along with the strong support of the local hospitality industry, namely, the Royal Connaught Hotel, Holiday Inn, Sheraton, HECFI, McMaster Conference Services, Hamilton and District Chamber of Commerce together with our division have positioned Greater Hamilton strongly in the conventions market.

B.2.1 Advertising

To attract a larger share of the convention and meeting market in Canada and the U.S., the following ads have been placed in selected media vehicles:

Hamilton Report (Convention Ambassador)
Hamilton This Month (Convention Ambassador)
Spectator (Attitude)
Panorama (Convention Ambassador)
Let's Talk Business (Convention Ambassador)

At the time of this review, about 25 per cent of the advertising program has been completed.

B.2.2 Support Material

A comprehensive brochure has been designed which targets the convention and meetings market. Artwork and colour keys have been approved. Copy is to be written and approved.

B.2.3 Direct Sales Support

1. Audio Visual:

New photographs are currently being shot to update our inventory of Regional convention facilities and accommodations, etc. Once completed this new material will be used in preparing an audio visual presentation.

2. Trade Booth Display:

The new and attractive exhibit booth made its debut at a marketplace recently held at the Hamilton Convention Centre during Hospitality Week. Representatives of Greater Hamilton's hospitality industry were very much impressed with the booth.

3. Promotional Items:

Weepils and pins have been purchased.

4. Banners and Badges:
Art work for banners and badges has been completed. Several hundred delegate badges are currently available and customized banners have been designed as needed at various promotions.
5. Data Bank:
Staff is currently compiling listings of our Canadian, Provincial and American associations which will then be inputted into our computer for storage and access.
6. Newsletter:
Mailing lists and highlights are currently being prepared for insert into September's Skyline issue.
7. Promotional Showcases:

- a. Macassa Bay Promotional Showcase
June 4, 1987

Co-sponsored by the Ministry of Tourism and Recreation, Hamilton's own Macassa Bay was highlighted in Toronto's Harbour. On board were meeting planners and Association Executives based in the Toronto area, joined by members of Regional Council and the hospitality industry. This was the first time a promotion of this kind was held. From the response we received to date it is clear that this promotion was a total success.

- b. Convention Ambassadors Awards Banquet:
Hamilton Convention Centre
June 11, 1987

Co-sponsored by the City of Hamilton, and the Hamilton and District Chamber of Commerce, this awards banquet was the first of its kind. Awards in the form of certificates were presented to local citizens who were instrumental in bringing conventions to Greater Hamilton. There were 82, 1986 recipients honoured. The banquet was well received and well attended. Among our guests was the Deputy Minister of Tourism and Recreation.

8. Convention Bidding:

Total Bids this year	38
Successful Bids	25*
Unsuccessful Bids	3*
Bids Outstanding	10
Conventions awarded in 1987 which were secured from bids submitted in 1986	15*

*(See attached Appendix B, 2,3,4 for respective status of bids. Note: Staff has been directly and indirectly involved with preparing bids to attract conventions.

9. Convention Attendance Building:

Staff has attended the following conventions which are coming to the Region in 1988 with the view of promoting the Region and thus increasing delegate attendance:

- Municipal Electric Association - Royal York Hotel
March 2, 1987
- Attractions Ontario, London - Holiday Inn
April 6, 1987
- Municipal Recreation Association - Kincardine
April 11, 1987
- School Business Officials, Holiday Inn - Toronto
May 14, 1987
- June 16-18, 1987
Canadian Meteorological Oceanographic Society - St. John's,
Newfoundland
- June 18-21, 1987
Ontario Arena Association - Kingston

10. Site Inspection:

The department has participated in the following 16 site inspections:

Recycling Council of Ontario
Christian Heritage Party of Canada
Ontario Association of School Business Officials
Canadian National Gymnastic and Trampoline Championships
Ontario Arenas Association
Canadian Meteorological and Oceanographic Society
8th Lithuanian Folk Dance Festival
Ukrainian Orthodox Millenium
Ontario Moose Association
Rotary District 712
Ontario Pharmacist's Association
Ontario Association of Children's Aid Societies
Purchasing Management Association of Canada
Building Officials and Code Administrators International Inc.
Council For Exceptional Children
Royal Canadian Legion

B.2.4 Marketplaces

Of the seven scheduled marketplaces staff has attended the following four convention marketplaces to promote Greater Hamilton as a viable convention destination:

1. Chicago, A.S.A.E. Regional Meeting
February 19, 1987

A Tourism Canada promotion, this excellent marketplace was attended by over 100 Chicago-based Association Executives. Several leads were generated. Follow-up on these leads is ongoing. The department was accompanied by a HECFI sales representative.

2. New York
March 3, 1987

A Tourism Canada promotion was held at Tiffany's. This marketplace was attended by over 150 association executives and meeting planners. Leads were generated and a follow-up is in progress. Staff was accompanied by the Director of Sales and Marketing of the Royal Connaught Hotel.

3. American Society of Association Executives, Anaheim
March 21-25, 1987.

Co-sponsored by the Ministry of Tourism and Recreation and Tourism Canada, this promotion was attended by over 2,500 delegates, consisting primarily of meeting planners. Over 200 of these planners visited the Greater Hamilton booth and many qualified leads were developed which are presently being followed up. Staff was accompanied by representatives from the Royal Connaught Hotel and the Hamilton Convention Centre.

4. American Society of Association Executives (A.S.A.E.) East Central Conference, Grand Rapids, Michigan
May 20-22, 1987.

Once again, this Tourism Canada promotion was heavily attended and resulted in numerous specific enquiries about Greater Hamilton convention facilities. Leads were generated and are being followed up.

B.3 TOURISM INFORMATION CENTRES

An amount of \$200,000 has been placed in the 1987-91 Capital Budget for the purpose of establishing three new tourist information centres:

1. Downtown Hamilton--Regional Council at its June, 1987 meeting approved a downtown location (127 King Street East) for the establishment of a year-round tourist information centre. An architect has been retained to draw plans for the proposed centre and occupancy is expected in September, 1987.
2. Confederation Park--This project is on hold pending the outcome of the hotel study presently underway and expected to be submitted to Committee in July, 1987.
3. Highway 403--This project is on hold pending the outcome of the Regional signage study currently underway and expected to be submitted later this summer. This study will recommend a suitable location for a centre on the 403.

B.4 TOURISM ADVISORY BOARD

A Tourism Advisory Board has been established by Regional Council. The following people have been appointed to serve on the Board:

Barry Massey, Chairman (Royal Connaught)	John Fuller (Retail Wholesale Dept Store Union)
Kathy Drewitt, Vice-chairman (Hamilton Chamber)	James White (Hotel Motel & Restaurant Employees Union)
Barbara Vance (Stoney Creek Chamber)	Peter Emmorey (Downtown BIA)
Rudy Prins (Sheraton Hamilton)	Susan Malcolm (RBG)
Don Dailley, Sr. (Lion Safari)	Brad Burrough (Cdn Airlines Int'l)
Brian Laing (Cons. Authority)	Councillor Don Ross
Councillor B. Hinkley	

The mandate of the Board is to make recommendation to the Economic Development and Planning Committee on budgetary matters and operations programs related to marketing activities as carried out by the Tourism and Conventions Services Division of the Economic Development Department.

APPENDIX B

1. CONVENTIONS HELD IN HAMILTON-WENTWORTH FROM JANUARY 1, 1987 - JUNE 30, 1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>JANUARY</u>		
7	DAY IN DIABETES	150
14	ARENA MANAGERS ASSOCIATION	200
14	ANNUAL UPDATE ON PSYCHOPHARMACOLOGY	50
17-18	HAMILTON AIDS GROUP	50
28-29-30	CANADIAN INSTITUTE OF TRAFFIC AND TRANSPORTATION	300-400
<u>FEBRUARY</u>		
4	DAY IN GERIATRICS	50
5-6	ASSISTANT MANAGERS & LENDING CONFERENCE	300
6-7	INTRA-MURAL CONFERENCE	200
11	MANAGING CANCER PAIN	50
13	ATTRACTIONS ONTARIO	700
14-17	ONTARIO MAJOR LEAGUE CURLING PLAYDOWNS	250
24-26	ONTARIO HOLSTEIN ASSOCIATION	500
<u>MARCH</u>		
4-5	ASSOCIATION OF UNIVERSITIES & COLLEGES OF CANADA	85
13-16	ONTARIO ENGLISH CATHOLIC TEACHERS' ASSOCIATION	700
26	BANK OF MONTREAL MANAGER'S CONF.	150
27	MULTICULTURAL WORKSHOP	300
27 - 28	INDEPENDENT ORDER OF FORESTERS	350
27-28	ONTARIO GIRLS MIDGET VOLLEYBALL TOURNAMENT	150
27-29	B'NAI BRITH YOUTH ORGANIZATION	50
29 - Apr. 1	UNIFIED FAMILY COURT	150

1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>APRIL</u>		
April	CANADIAN FEDERATION OF HUMANE SOCIETIES	250
2 - 4	ONTARIO SEPARATE SCHOOL TRUSTEES ASSOCIATION	700
9-12	A&P FOOD FAIR	500
10-12	ROYAL CANADIAN LEGION BRANCH 163	1,200
11	NATIONAL CONFERENCE OF ITALIAN CANADIANS	140
16-19	ONTARIO 5-PIN BOWLERS	550
22	DAY IN NEUROSCIENCES	100
22-23	TECHNOLOGY '87	1,000
23-25	HISTORY CONFERENCE	150
25-26	BURLINGTON HOOKING CRAFT GUILD	800
26-28	CRITICAL CARE	200
27-28	CRIMESTOPPERS TRAINING SEMINAR	91
29	DAY IN PEDIATRIC EMERGENCIES	100
<u>MAY</u>		
Apr.30- May 2	MATCHCOVER CONVENTION	100
April 29- May 2	ONTARIO HEARING AID ASSOCIATION	360
1-3	ASSOCIATION OF ANCIENT HISTORY	100
2	BEACH LODGE BIENNIAL MEETING	80
3-7	SCANNING ELECTRON MICROSCOPY	1,200

1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>MAY contd.</u>		
3-7	POLYMER ENGINEERING	35
3-6	INTERNATIONAL OCCUPATIONAL HEALTH & SAFETY ASSOCIATION	400
4-6	CONFERENCE ON EDUCATION, TRAINING IN OCCUPATIONAL HEALTH	250
5	INDUSTRY EDUCATION COUNCIL	200
6	EXPERIENCE DRAMA '87	200+
6	PALLIATIVE CARE	150
7	COMMUNICATING WITH THE DYING	150
7-9	SQUARE DANCE CONVENTION	3,500
8-10	INTERNATIONAL PROFESSIONAL SECRETARIES	200
12-15	DIALOGUE '87	800
12-15	LADIES OF THE ORANGE LODGE	250
15-17	INSTRUCTION IN LIBRARIES - WKSHOP	150
15-16	PARENTS WITHOUT PARTNERS	600
15-17	SOROPTOMIST CLUB	150
18-21	QUALITATIVE SOCIOLOGY	100
17-20	CANADIAN INSTITUTE OF FOOD SCIENCE & TECHNOLOGY	1,000

1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
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MAY contd.

20-23	ONTARIO MUNICIPAL RECREATION ASSOC.	300
21-23	ANGLICAN CHURCH SYNOD	500
22-24	UKRAINIAN LEADERSHIP CONVENTION	40
24-25	ELECTRICAL UTILITIES SAFETY ASSOC. OF ONTARIO, INC.	400
24-27	MUNICIPAL ELECTRIC ASSOCIATION	500+
26-29	SOCIETY OF CANADIAN ARCHIVISTS	200
27-29	THE ELECTRICAL CONSTRUCTION ASSOC. OF ONTARIO	250
28-30	PROV. HIGH SCHOOL TRACK & FIELD CHAMPIONSHIPS	2,200
May 28- June 11	LEARNED SOCIETIES/ROYAL SOCIETIES OF CANADA	5,000

JUNE

May 31 -Jun 2	STUDIES IN HIGHER EDUCATION	100
1-4	ONTARIO TIRE DEALERS ASSOC.	400
1 - 4	CONFERENCE '87 - ENTREPRENEURSHIP & EDUCATION (ACCC)	1,800
3 - 6	TRANS-CANADA AD AGENCY CONFERENCE	25
5-6	TOASTMASTERS	500
5-6-7	KNIGHTS OF COLUMBUS	600
5-7	PROVINCIAL COUNCIL OF WOMEN	25
7-10	ONTARIO ASSOCIATION OF COMMITTEES OF ADJUSTMENT & CONSENT AUTHORITIES	500
7-10	CANADIAN INSTITUTE OF TRANSPORTATION ENGINEERS	150

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>1987</u>		
<u>JUNE conta.</u>		
10-12	ELECTRICAL CONTRACTORS ASSOC. OF HAMILTON	300
11-14	BAPTIST CONVENTION OF ONT. & QUEBEC	1,000
14-16	PRICE WATERHOUSE - SUPERVISORS	120
14-16	CANADIAN ASSOCIATION OF EQUIPMENT DISTRIBUTORS	700
18-20	RADIO & TV NEWS DIRECTORS ASSOC.	150
19-21	CONFERENCE OF THE CANADIAN ASSOC. OF PART-TIME UNIVERSITY STUDENTS	90
24-27	CANADIAN SOCIETY OF LABORATORY TECHNOLOGISTS	3,000
25-28	ZONTA CLUB OF HAMILTON 1	300
	* No. of Conventions	80
	Approximate No. of Delegates	40,621

According to statistics made available to this Department the average stay of a delegate is 3.5 days, the average expenditure per delegate is \$145 per day and the multiplier (spin-off) factor is 3.5:

<u>Delegates</u>	<u>Average stay</u>	<u>Average daily expenditure</u>	<u>Multiplier factor</u>	<u>Dollars generated in the community</u>
40,621	x 3.5 days	x \$ 145	x 3.5	= \$ 72,153,049

2. CONVENTIONS BID AND AWARDED IN 1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>1987</u>		
<u>SEPTEMBER</u>		
Date to be determined	CONFERENCE ON STATUS OF ITALIAN-CANADIAN WOMEN	150
<u>NOVEMBER</u>		
17--21	CHRISTIAN HERITAGE PARTY OF CANADA	1,000
<u>1988</u>		
<u>FEBRUARY</u>		
16-19	INT'L SOCIETY OF ARBORCULTURISTS	200
<u>MAY</u>		
5-8	SERBIAN NATIONAL BASKETBALL TOURNAMENT	1,000
10-14	ONTARIO ASSOCIATION OF SCHOOL BUSINESS OFFICIALS	400
17-22	CANADIAN NATIONAL GYMNASTIC & TRAMPOLINE CHAMPIONSHIPS	500
20-22	CANADIAN ASSOCIATION OF AQUARIUM CLUBS	250
<u>JUNE</u>		
2-8	ONTARIO ARENAS ASSOCIATION	250
5-10	CANADIAN METEOROLOGICAL & OCEANOGRAPHIC SOCIETY	400
<u>JULY</u>		
1-3	8th LITHUANIAN FOLK DANCE FESTIVAL	1,500
<u>AUGUST</u>		
12-13-14	UKRAINIAN ORTHODOX MILLENIUM	12,000
<u>OCTOBER</u>		
26-29	ONTARIO ASSOC. FOR GEOGRAPHIC & ENVIRONMENTAL EDUCATORS	500

3. UNSUCCESSFUL BIDS AS OF JULY 1, 1987

1. CANADIAN ASSOCIATION OF ANAESTHETISTS
2. DOMINION LEGION OF CANADA
3. WORLD CONGRESS ON LIVER STUDIES

4. CONVENTIONS BID IN 1986 AND AWARDED IN 1987

<u>DATE</u>	<u>ORGANIZATION</u>	<u>DELEGATES</u>
<u>1987</u>		
<u>JULY</u>		
17-19 24-26	JEHOVAH'S WITNESSES CONVENTION	16,000
<u>OCTOBER</u>		
30-31	RECYCLING COUNCIL OF ONTARIO	350
<u>NOVEMBER</u>		
22-23	ONTARIO WHEAT PRODUCERS	200
<u>1988</u>		
<u>JANUARY</u>		
29-30	WOMEN & POLITICS	800
<u>APRIL</u>		
14-15-16	ONTARIO ELECTRICAL LEAGUE	500
22-24	ONTARIO CATHOLIC CHARISMATIC SPRING	1,000
<u>MAY</u>		
To be dec.	BUSINESS & PROFESSIONAL WOMEN'S CLUB	250
To be dec.	NATIONAL OLYMPIC WRESTLING TRIALS	400
<u>JUNE</u>		
8-11	MEDIA CLUB OF CANADA	50
11-12-13	KNIGHTS OF COLUMBUS	600
<u>AUGUST</u>		
18-20	ONTARIO SUMMER GAMES	3,000
25-30	PENTECOSTAL ASSEMBLIES OF CANADA	1,200

ECONOMIC DEVELOPMENT
DEPARTMENT

MID-TERM REPORT, 1988

- A. BUSINESS DEVELOPMENT
- B. TOURISM & CONVENTIONS
- C. ADMINISTRATION

URBAN MUNICIPAL
MAY 29 1988
GOVERNMENT DOCUMENTS

SUMMARY OF RESULTS-JUNE 30, 1988

INDICATORS

No. of New Businesses	15	Firms
No. of Expansions & Retentions	18	Firms
New Jobs Created	359	Jobs
Added Jobs (Existing Business)	750	Jobs
Retained Jobs	N/A	Jobs
Total Jobs	1,109	Jobs
Industrial Land Sales	29	Acres
Value of Land Sales	1,929,970	Dollars
Building Permits	127,515,791	Dollars+
Total No. of Conventions	50	Conventions
Total No. of Delegates	23,200	Delegates
Conventions Local Revenue	43,000,000	Dollars*
Tourism Impact	N/A	Dollars*
Total New Commercial & Industrial Facilities	N/A	Sq. Ft.*
New Tax Assessment	N/A	Dollars*
Unemployment Rate (May)	5.1	Percent

* Estimates

+ May 31, excluding Hamilton which provided figures to March 31, 1988

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A. BUSINESS DEVELOPMENT

A.1. BUSINESS RETENTION AND EXPANSION

The mission is to retain local industry and encourage expansions at existing facilities or relocation within the Hamilton-Wentworth Region.

A.1.1. Visitation

Staff made 211 visits during the first half of 1988 to meet members of the business community, discuss and respond to their concerns and to identify business opportunities.

- Contact has been made with the business community via the Department's Skyline newsletters. The first quarter Skyline featured the expansion of Allan Candy and the establishment of head offices for Stelco Steel and Young Drivers of Canada. The Skyline for the second quarter had Local Business Appreciation as its theme and featured selected expanded businesses of the Region. The enlarged format with coloured photographs is well received.
- Direct mailings were continued by staff on an individualized basis to advise local firms of potential business opportunities brought to staff's attention from domestic and international sources.

A.1.2. Seminars

Staff continues to conduct specialized local seminars for the Region's financial community and selected economic sectors to advise on Department services and establish a reciprocal referral relationship.

In addition, staff attended a number of regional based seminars and conferences. These included: Department of Supply & Services (how to sell to the federal government), Ontario Conference on Technology & Innovation (one of four held in Canada) and the Royal Bank of Canada's Economic Report (Annual Forecast and Regional state of economy).

A.1.3. Advertising

The Region continued to promote its image through advertising in local publications, including:

- McMaster Times, two insertions (Momentum)
- Panorama, two insertions (Momentum)
- Stoney Creek Chamber of Commerce Directory
- Business Outlook 88-Hamilton Spectator (Momentum)
- Articling in Hamilton (Tale of Two Cities)
- Hamilton Pictorial, (Momentum)

A.1.4. Trade Shows

Staff again successfully assisted a trade delegation of entrepreneurs from the Plastic and Woodworking Association of Nordrhein-Westfalen, West Germany. The German Mission returned with a larger contingent than last year and now receives financial support from their regional government. Local business contacts were made and are being followed-up.

A.1.5. Receptions

In February, staff held a reception at the Royal Connaught, Hamilton, for local realtors and developers to discuss opportunities for industrial and commercial development in Greater Hamilton. This reception was well attended by local business representatives, which had made significant investments in the Region. On June 20, owners, managers or representatives of local businesses were recognized at a reception held at Chandelier Place, Stoney Creek, for their contribution to local growth and economic development.

A.1.6. Community Events

Staff participated in meetings of the Hamilton and District, Flamborough, Dundas and Stoney Creek Chambers of Commerce, including annual meetings, the Stoney Creek Corporate citizen of the year dinner, the Hamilton Outstanding Business Achievement Awards dinner and the Hamilton sponsored State of the Region address. Other community events attended by staff included Sons of Italy Spaghetti dinner, Hamilton Home Show, Hamilton International Air Show, Governor-General Jean Sauve's Hamilton Visit, and Queen Beatrice of Holland's visit.

A.1.7. Client Service

Staff has recorded 120 local inquiries and completed 28 files involving local firms. Of the closed files, this resulted in the creation and/or retention of 941 jobs.

A.1.8. Corporation Dislocation

Firestone Tires plant closing took affect in January, resulting in the loss of 1,300 jobs. By May 31, nearly 80 per cent of these workers had found other suitable employment. Lapp Insulators closed in March, resulting in 42 lost positions.

Meetings were held with Adam Clark Ltd., Transelectrix Technologies Inc., J.I. Case Ltd. and Greening Donald Ltd. to ascertain the reasons for their plant closures and/or reductions in employment work force. Staff endeavoured to assist these companies in any way possible to remain open and/or assist their employees in finding new positions.

Rationalization of facilities, lack of suitable industrial land and expansion of product lines at other facilities were cited as reasons for plant closure.

A.2. ATTRACT EMPLOYMENT OPPORTUNITIES

The mission is to attract companies seeking new locations and entrepreneurs and to foster the establishment of new business within the Region.

A.2.1. Advertising

The Region advertised its enviable business environment and advantageous lifestyle in external publications. These included:

National:

- Financial Post Top 500 (Momentum)
- Moving To & Around Toronto Area (Momentum)
- Financial Times (Momentum)
- Canadian Business Special 1988 Annual Issue (Momentum)

International:

- Canada Journal, 2 insertions, one in German (Momentum)
- Handelsblatt (Momentum)
- Plant Sites (Momentum)
- Plant Sites Directory (Momentum)

Through direct mailings, the new Tale of Two Cities brochure was distributed to approximately 100,000 households in west Toronto. In May, the ad also appeared in 60 apartment buildings in west Toronto.

A.2.2. Special Reports

Printing of the Regional Business Directory has been awarded (after due process) to Seldon Printing Limited. Completion of the project is expected in early July. The Banking Report has been revised and reprinted.

Sing Tao Newspaper of Toronto, a Chinese language daily, with a circulation over 30,000, carried a three part article on Hamilton-Wentworth in April. Reader response has ensured that another article on industrial land in Hamilton-Wentworth will be printed in the following months.

An article was written by staff for the German language Ontario Business News Bulletin in West Germany for the Hannover special edition.

A.2.3. Direct Mailings

The Region undertook a direct mail campaign to more than 80 Toronto-based national and provincial non-profit associations. The cost advantages of relocating to the Region and quality of life amenities were emphasized. Numerous inquiries have resulted and staff is actively working with several associations.

As part of the Region's International Marketing campaign 250 information packages were sent to biomedical and computer high tech firms in California. A smaller mailing of 85 letters in German describing the Region was sent to Chambers of Commerce in West Germany and Austria.

A.2.4. Presentations

In March, staff showed the Regional film to, and then accompanied a delegation from Taiwan on a tour of Fell-Fab Products to observe a textile operation. A delegation from Stuttgart, West Germany, was taken on an extensive tour of the Region to investigate business opportunities and get a first hand look at the Regional business environment. The tour included a visit to Fabris Industrial Mfg. Limited.

The Region hosted special receptions for a Taiwanese Investment delegation, members of the Foshan City delegation, a business mission from Baden-Württemberg, and a business mission from the French Commercial Attaché. Members of the above mentioned delegation received information packages and tours of the Region to highlight business opportunities in Hamilton-Wentworth.

A.2.5. Trade Shows

In February, staff participated in Winter Cities '88 in Edmonton. Speakers discussed a variety of topics pertaining to development issues and business operations in cities with a winter climate.

Staff attended the Autotrade Show held at Omni Hall, Detroit. This show was attended by approximately 250 exhibitors from all around the world showing the latest innovative technology in the automotive industry. Staff participated in various seminars, and endeavored to contact manufacturers which supply to the automotive industry. In March, Staff attended Westec '88 in Los Angeles, California. Westec '88 is one of the world's largest specialty machine and tool shows. Several leads were generated with targeted businesses. Meetings were also held with Federal and Provincial officials to promote Greater Hamilton and advise of the Region's interests in facilitating investment from this market.

A.2.6. Trade Missions

Staff participated in international trade missions to West Germany and Switzerland, and one trade mission to Hong Kong in an effort to attract new investments and technology, identify compatible investors and promote Hamilton-Wentworth. Members of the Business missions included Chairman Sears, the Economic Development Committee Chairman, Don Ross, members of the local business and staff. In West Germany and Switzerland, staff attended the Hannover Fair and met with Canadian Embassy and Consulate trade officials to follow up on investment proposals and identify prospective clients. Several meetings were held with prospective businesses. Members of the delegation accepted the invitation of the President of the Baden-Württemberg Parliament to visit the Parliament and made contact with an official from the Ministry of Economic Affairs.

A delegation also visited Hong Kong to attract investment and entrepreneur immigrants. This delegation met with Ontario government and federal government trade representatives, and promoted a series of business opportunities. Federal Government officials hosted a reception to meet members of the Hong Kong business community. Members of the Mission included the Chairman of the Economic Development and Planning Committee and staff. The Region hosted a reception for members of the Canadian and the Ontario government in Hong Kong, and representatives of banks and other business organizations.

A mission to the United Kingdom was also undertaken. Staff met with senior government trade officials to advise of the Region's interest in this market and discussed possible investment in selected economic sectors. A meeting was also held with a client in Scotland which is contemplating establishing a Canadian presence.

A.2.7. Client Service

Staff recorded 91 inquiries involving firms from outside the Region. There have been 5 completed projects involving 168 jobs.

A.2.8. Trade Receptions and Seminars

The Region hosted a reception at the Sheraton Hamilton Hotel for the Plastic and Woodworking Associations of Nordrhein-Westfalen following the official booth opening at the Hamilton Home Show at the Convention Centre.

In April, staff held a seminar at the Martel Real Estate offices in Mississauga for 10 ICI realtors to inform investors and their agents of the benefits and opportunities of doing business in Greater Hamilton.

A.3. ATTRACT PEOPLE

This mission is to capture a greater proportion of the migrating population and encourage moves to Hamilton-Wentworth.

A.3.1. Advertising

The Region continued to effectively place the Momentum ad in several national and provincial publications (see A.2.1) with a large executive readership in an effort to persuade them to locate in the Region. Advertisements in the McMaster Times are targeted at medical and business students in an attempt to persuade them to remain in the community after graduation.

The Tale of Two Cities ad, which highlights the economic housing, good lifestyle benefits in Greater Hamilton, has been displayed for the second year in "elelevision" units in 60 apartment buildings in West Toronto. In addition, the ad was expanded into an attractive two page brochure and distributed to 100,000 households in and around West Toronto.

A.3.2. Presentations and Communications

Staff undertook several speaking engagements, addressing graduating MBA and commerce students of McMaster University.

A.4. FOSTER SMALL BUSINESS DEVELOPMENT

The mission is to assist in the formation, operation and long-term viability of small business enterprises.

A.4.1. Community Small Business Centre (Incubator)

The Community Small Business Centre Study conducted by Hemson Consultants has determined the feasibility of establishing an incubator in Hamilton-Wentworth. There exists a good level of entrepreneurial activity in the Region, a wide range of existing small business services, and a number of groups and organizations prepared to support and participate in a Community Small Business Centre.

The Business Advisory Centre's Board of Directors is currently acting as an Interim Board prior to the implementation of the Community Small Business Centre. Funds for this project are included in the Region's Capital Budget and available in 1989.

A.4.2. Business Advisory Centre

The Business Advisory Centre has been exceptionally helpful in assisting clients with business plan development and has referred 30 inquiries to staff. An allocation of \$45,000 was granted to the Centre in 1988, representing the Region's share of a joint venture with the Ministry of Industry, Trade and Technology.

A.4.3. Skills Training Advisory Council

Regional Council has undertaken a commitment to skills development and retraining. A joint venture between the Region and various local special interest groups, the program received a grant of \$35,000 in 1988. S.T.A.C. identifies skills training needs with the business community and the resources available to meet these needs.

A.4.4. Local Financial Community Liaison

Staff continue to liaise with the financial community to advise on support programs and development prospects. The needs of small business and methods to assist are discussed in order to aid lending institutions in their dealings with small business. During the past six months, a number of banks and trust companies have undertaken expansions.

A.4.5. Advertising

The Region advertised in the Financial Post Top 500, Canadian Business Special 1988 issue, Metro Toronto Business Journal and Financial Times in an effort to reach entrepreneurs interested in establishing small business in Greater Hamilton. These magazines will have a long life span resulting in multi-readership opportunities.

A.5. DEVELOPMENT AS A REGIONAL CENTRE

The mission is to increase the market service area of the Region and increase penetration of the existing local markets for business and government services.

A.5.1. Advertising

This program overlaps other advertising programs for Tasks A.1, A.2 and A.3.

A.5.2 Regional Development Projects

Canada Steel Science and Technology Museum:

On June 5, 1987 the Provincial Government approved a grant in the amount of \$34,150 to undertake a feasibility study. The Federal Government has extended a grant of \$32,500 for this project. Moffat Kinoshita, the study consultants, have confirmed the needs/market assessment of an internationally-significant Steel Science and Technology Museum in the Region as well as the availability of collections from the steel industry.

The second phase of the study will address programming/administration, space requirements, financing, and schedule of actions required for implementation of the project. Completion of this item is planned for the fall of 1988.

Confederation Park Hotel Development:

The Confederation Park Hotel Feasibility Study carried out by Laventhol and Horwath Management Consultants has established the support for a 150-200 room hotel with restaurant, coffee shop, entertainment lounge, conference/meeting wing and recreation area.

The call for proposals to develop a hotel closed on June 10, 1988 and are presently being reviewed by the Steering Committee whose members include Regional staff from affected departments and the Hamilton Region Conservation Authority. It is expected that Hamilton-Wentworth Regional Council will appoint the firm for this exciting project by early fall of 1988.

Health Care Technology Task Force:

On February 16, 1988, Hamilton-Wentworth Regional Council concurred in the Economic Development and Planning Committee recommendation that a Health Care Technology Task Force be established to attract Medical Technology to Greater Hamilton. Task Force meetings have been held with key individuals from the community, resulting in the formulation of a mission statement and prioritized activities. Suggestions will be forthcoming to the Economic Development and Planning Committee. The efforts of this Task Force ideally supplement staff actions currently being implemented as per the Economic Strategy. Medical technology firms and related activities have been targeted as likely candidates for development in the Region. Two direct mail campaigns have been undertaken and several qualified leads are being followed up.

A.6. ATTRACT FINANCIAL SECTOR DEVELOPMENT

The mission is to encourage financial institutions and related service industries to develop facilities within the Region.

A.6.1. Trade Missions

Staff has continued its formal liaison with banks, trust companies, and credit unions outside the Region in order to maintain open lines of communication, provide demographical and statistical information on the predominant growth areas in the community, and assist with their expansion plans.

A.6.2. Direct Mail

Staff have contacted numerous financial institutions in the Toronto area to advise of our interest in facilitating investment and to encourage establishment of a broader range of full services.

A.6.3. Special Reports

A Banking Report which has been forwarded to the real estate departments of selected banks and trust companies endeavours to impress upon them the growth of the financial services industry in the Region and the need to augment their existing branch network.

A.6.4. Advertising

This program overlaps other advertising programs for Tasks A.1, A.2 and A.3.

A. APPENDIX

1. NEW BUSINESS LOCATIONS TO REGION

Company Name or Service	Product	Jobs
Breakaway Travel	Travel	4
Carmen's Catering	Banquet Hall	50
Domino's Pizza (2)	Restaurant	15
Epping Realty Ltd.	Storage	3
Flamborough Tools Ltd.	Machine Shop	5
Gourmazing Cookies Ltd	Gourmet Cookies	7
Mario's Catering	Banquet Hall	50
Northshore Inc.	Mail Order House	4
Raymond & Associates	Hair Salon	6
St. Hubert Chicken	Restaurant	90
Weston Bakeries	Food Distribution	60
Tridon	Auto Parts	50
Young Drivers of Canada	Driver Education	8
Pan Am Airlines	Airlines	7
TOTAL		359*

*Preliminary figures only

2. EXPANDED/RELOCATED/RETAINED BUSINESS

Company Name or Service	Product	Jobs
Allan Candy Ltd.	Chocolates	350
Baffi Corporation Ltd	Women's clothing	6
Bari Kitchen Cabinet	Cabinets	4
Balloonman of Canada	Balloons	50
Bomber Manufacturing	Clothing	10
Canadian Bird Ltd.	Poultry processing	5
Fonte Ornamental	Ornamental iron	3
Goeman's Appliances	Appliance Retailer	7
Interlux Office Automation	Office Computers	3
Leyson's Chemical Products	Chemical Solvents	5
Liddle's Automotive	RV Dealership	5
M&M Products	Bathroom Fixtures	4
J P Millworks	Cabinet maker	10
Paling Inc.	Steel Transporter	20
Qualico Foods	Meat Products	25
Ramcor Ltd.	Aluminium, Windows, Doors	150
Stelco Steel	Head Office	50
Zarky's Prepared Foods	Frozen food	5
TOTAL		750*

*Preliminary figures only

TABLE 1

BUILDING PERMIT VALUE DISTRIBUTION BY SECTOR

Indication	June 1986	June 1987	May 1988
Total Value	298,788,660	279,266,993	127,515,791
Industrial	81,820,373	49,073,684	8,728,612
Commercial	25,751,810	38,145,153	12,388,220
Residential	116,594,031	160,369,319	101,246,748
Institutional	74,622,446	31,678,837	5,152,211

Source: Area Municipality Building Departments, Jan. to May, 1988

TABLE 2

BUILDING PERMIT DISTRIBUTION BY MUNICIPALITY
To end of May 1988

Municipality	Industry	Commercial	Institution	Residential	Total
Hamilton	2,606,312	8,561,628	1,893,911	18,856,096	31,917,947
Stoney Creek	5,096,000	2,691,000	128,500	35,791,000	43,706,500
Flamborough	565,300	414,300	308,000	18,291,892	19,579,492
Dundas	0	181,267	2,821,800	10,241,680	13,244,747
Ancaster	135,000	466,025	0	15,027,080	15,628,105
Glanbrook	326,000	74,000	0	3,039,000	3,439,000
REGION	8,728,612	12,388,220	5,152,211	101,246,748	127,515,791

Source: Area Municipality Building Departments, Jan. to May, 1988. Hamilton building permit figures are recorded to March 31.

TABLE 3

PUBLICLY-OWNED INDUSTRIAL LAND SALES (January-May)

Indicators	June 1986	June 1987	June 1988
Transactions (Total No.)	13	41	24
Acres Sold Total	17.75	50.07	29.10
Value of Sales (\$000)	711.5	2,149.7	1,929.9
Av. cost/acre (\$000)	40.1	42.9	66.3

Source: Economic Development Department reports and City of Hamilton Real Estate Department, May, 1988

TABLE 4

BANKRUPTCIES

Type	June 1986	June 1987	May 1988
Business	40	21	25
Consumer	159	248	169

Source: Consumer and Corporate Affairs, Ottawa

TABLE 5

BUSINESS DEVELOPMENT DIVISIONS INQUIRIES

	June 1986	June 1987	May 1988
Inquiries	107	167	211
Completions	11	42	28

Source: Business Development records and reports, 1986-1988

TABLE 6

RESIDENTIAL REAL ESTATE ACTIVITY

Indicators	June 1986	June 1987	May 1988
Listings (Total)	11,036	12,488	12,061
Sales (Total)	6,385	6,378	6,474
Value of Sales (\$Millions)	570.7	734.7	848.1

Source: Metropolitan Hamilton Real Estate Board Housing Market Reports, May 31, 1988 and Economic Development reports

TABLE 7

HAMILTON-WENTWORTH HOUSING STARTS

Municipality	June 1986	June 1987	May 1988
Ancaster	186	179	107
Dundas	39	107	46
Flamborough	200	94	98
Glanbrook	19	15	8
Hamilton	512	624	228
Stoney Creek	323	204	196
Greater Hamilton	1,279	1,223	683

Source: Canada Mortgage and Housing Corporation; 1988 and Economic Development Department reports

B. TOURISM & CONVENTIONS

B.1. TOURISM

The response to our Regional Tourism advertising and promotional efforts, as well as visitor inquiries and motorcoach booking indicates that tourism will be a major contributor to the economy of Hamilton-Wentworth this year, in fact, Motorcoach Tours are up significantly from past years. The WATTS line is once again in operation this season and is getting good response. As well, the Good News Line operates 24 hours per day. Our four tourist information centres are in operation, including the new downtown centre which opened June 14th. This centre will be open year-round providing information for tourists, convention delegates and the local residents, and from early results, this centre is exceeding our expectations.

B.1.1. Advertising

1. Newspaper and Trade Magazines:

Bus Tours Magazine	1 page 4 col.
Destinations Magazine	1 page 4 col.
Leisureways	1 page 4 col.

2. Local Campaign:

Spectator, June Events	750 lines
Tourism Awareness Week	1000 lines
Fair Exchange	500 lines
Long Distance Promotion	700 lines
Hamilton Steelers Program	1/4 page
Transit Shelters (20 shelters)	1 month
CKOC, CKDS, CKLH, CHAM (65 spots week)	4 weeks
Brabant Visitors Guide	1 page 4 col.

3. USA and Ontario:

Buffalo News (50,000)	4 pg. inserts 2 x 200 lines
Rochester Democrat (5,000)	4 pg. inserts, 2 x 200 lines
Syracuse Herald (75,000)	4 pg. inserts, 2 x 200 lines
3 Ontario Newspapers	2 x 200 lines

B.1.2. Support Material

Brochures which address our target groups have been produced and are being distributed. They include a lure brochure, dining and accommodation guides, group planner's guide and a calendar listing of events being held throughout our Regions.

1. Hospitality Week

A reception was held on May 16th at the Hamilton Convention Centre for approximately 250 front-line staff employees from hotels, restaurants, attractions, taxi companies, etc. Members of the Tourism Update Committee acted as hosts. Wayne Busch, President of Georgian College was the speaker for the evening. The reception was very successful and many calls were received from front-line staff expressing the hope that this reception will continue on an annual basis. On hand to acknowledge the efforts of the front-line staff were Chairman Wm. Sears and Councillor Don Ross.

2. Long Distance Telephone Promotion

This promotion took place May 20th in Jackson Square and was a joint effort between the Visitor and Convention Services and Jackson Square. Local citizens were able to call anywhere in North America, free of charge, providing they gave the message that "Things are Great in Greater Hamilton" and invited them to visit us. Good publicity was achieved from this promotion.

3. Toll-Free Number

These lines are now in place to receive calls from Ontario and border states from 9:00 a.m. to 8:00 p.m. daily. These lines are getting good response.

4. Brochure Distribution

The tourism brochure, dining and accommodation guides have been distributed at all Regional Tourist Centres, as well as major Provincial Tourist Centres, local motels, hotels, attractions and selected Canadian foreign posts. We have also contacted Brochures Unlimited to distribute our brochure in New York State and South Western Ontario.

5. Tourist Information Centres

Our four information centres located at the Royal Botanical Gardens, African Lion Safari, Confederation Park and our new downtown centre at 127 King St. E. will be operational from June 14th through to Labour Day. The downtown booth will be operated on a year-round basis. Nine student travel counsellors have been hired to staff Greater Hamilton booths, and we will also train the travel counsellors from both Ancaster and Flamborough's information centres. At the request of the Airport Committee, an information booth has been set up at Hamilton Airport and staffed during peak flight arrival times, namely Nationair. This service has been enthusiastically accepted by the public and airlines but has placed some strain on our resources.

B.1.3. Familiarization Tours

The Visitor and Convention Services Department hosts a number of familiarization tours annually. These tours introduce our Region to qualified prospective buyers from the Canadian and International markets. It is our opportunity to showcase our Region, emphasizing its ideal location, as well as its proximity to Toronto and Niagara Falls. Members of the tourism hospitality industry also participate by hosting receptions, dinners and by providing complimentary admission to attractions.

During the period January 1st to June 30, 1988, our Department has hosted seven familiarization tours. These tours are listed below.

1. Ontario Attractions Post-Convention Fam Tour, February 12, 1988. (Tour Operators)

This tour was sponsored by the Ontario Ministry of Tourism and Recreation and we were included in a Toronto/Hamilton/Niagara Falls fam tour for 35 tour operators from across North America. The Greater Hamilton portion included a city sightseeing tour accompanied by our staff, a visit to Dundurn Castle and lunch at the Ancaster Old Mill Inn.

2. Ontario Attractions Post-Convention Fam Tour, February 11-12, 1988. (Group Leaders)

This tour was sponsored by the Ontario Ministry of Tourism and Recreation for 47 group leaders brought to Ontario by Tower Bus of Michigan. At their request, they stayed overnight at the Royal Connaught Hotel and participated in a sightseeing tour of Greater Hamilton, accompanied by staff, the following day. They were very impressed with Hamilton and have subsequently booked tours.

3. Nationair Familiarization Tour, April 16-17, 1988.

This tour was for 12 tour operators and travel writers from England - brought to Hamilton by Nationair. At their request, they stayed at the Sheraton Hotel and visited sites in the Region during their 2-day stay, accompanied by our staff.

4. Nationair Familiarization Tour, May 2-4, 1988.

This tour was for 26 travel agents from England brought to Hamilton by Nationair and Fun Trek tours. At their request, they stayed at the Royal Connaught Hotel and visited many attractions in our Region. A reception was hosted by our Department with Chairman Sears and Councillor Ross welcoming this group to Greater Hamilton. Staff co-ordinated their itinerary and accompanied them on their tour. As a result, several hundred room nights have been secured.

5. Yankee Trails, Renseloor, N.Y.

On May 22, Bernadine Wood of Yankee Trails visited Greater Hamilton with a view to bringing bus tours to our Region. She visited a number of attractions and hotels, accompanied by staff. She was most impressed with our attractions, accommodations, etc., and subsequently, will be booking more tours to our area.

6. Uni-Jet Fam Tour - June 27-30

On June 27th, Nationair brought 15 representatives of this tour company located in London, England to our Region. At their request, they stayed at the Royal Connaught Hotel and visited a number of attractions in our Region, accompanied by our staff. A reception was hosted for them by our Department, a dinner and night at the races by Famborough Downs and the three downtown hotels hosted breakfasts. Uni-Jet were most impressed with our facilities and proximity to Toronto and Niagara Falls and subsequently, will be wholesaling tours to our area.

7. American Association of Travel Writers

Assisted the Sheraton Hotel with this fam tour, including a reception. They were most impressed with our Region and have since written favourable articles.

B.1.4 Marketplaces

Staff attended the following 11 marketplaces from January 1, 1988 to June 1, 1988.

1. Empire Trailways, Rochester, N.Y., January 5-7

Motorcoach show to promote Greater Hamilton to 900 group leaders from Rochester, Buffalo and Syracuse. Very good response from the senior market. Leads distributed to our tourism partners and Empire Trailways is now booking tours to our Region.

2. Ministry of Tourism and Recreation--Sponsored Market Blitz, California - January 19-24

An invitation by the Province to promote Greater Hamilton to hundreds of tour operators and group leaders in the Los Angeles/San Francisco areas. This was the first time we had promoted Hamilton-Wentworth to this market and the response was very good.

3. Ontario Attractions Marketplace, Toronto - February 11-12

Over 500 tour operators and group leaders attended. Joining us were representatives of the Hamilton Philharmonic Orchestra, Hamilton Historic Sites, Canadian Warplane Heritage Museum, African Lion Safari and the International Airshow. Leads were distributed to tourism partners.

4. Chenango Valley and Shortline Bus Lines Marketplace Binghampton, N.Y.- February 14-15

Over 300 group leaders attended this motorcoach sponsored tradeshow. A number of tours have resulted from this marketplace. We were accompanied by sales representatives from the Royal Connaught Hotel who were also invited by this company to attend.

5. Tourism Canada Michigan - Detroit - Grand Rapids - Flint, Michigan - March 6-9,

Consumer and travel trade. Approximately 3,000 attended in total. Sponsored by Canadian Consulate Detroit. Excellent marketplace with many tours resulting.

6. Travel Expo, Albany, N.Y. - March 23-25

Tour operators and travel trade. 1,500 tour operators and group leaders attended. Excellent exposure for the Region among influenced tour operators based in border states. Joining us were sales representatives from the Royal Connaught Hotel, the Sheraton Hotel, Holiday Inn, Macassa Bay Boat Tours and the Ancaster Old Mill Inn. As a result, a number of bookings have been made.

7. London Free Press Travel Show, London, Ontario, April 8-10

Consumer marketplace. Over 15,000 attending. Many requests for information received at this marketplace, particularly regarding special events.

8. Tourism Canada - New York - April 12-14

To promote our Region to 900 group leaders at spring marketplaces in Buffalo, Rochester and Binghamton, N.Y. Sponsored by Canadian Consulate Buffalo. Response was excellent. Motorcoaches are booking into Hamilton as a result of this marketplace.

9. Travel and Leisure Show, Mississauga, April 22-24

To promote Greater Hamilton to approximately 20,000 travel buyers/consumers. Tremendous interest in Greater Hamilton and many requests received for information at this show have been filled.

10. Rendez-vous Canada, Halifax, April. 24-27, 1988 (world-wide travel trade)

To promote our Region to hundreds of tour operators world-wide by participating in timed appointment marketplaces. A follow-up mailing has been done and leads supplied to our tourism partners.

11. Lakefront Trailways Hamilton Marketplace, Cleveland, May 2, 1988

In conjunction with nine of our tourism partners we conducted a "Greater Hamilton" seminar for approximately 200 group leaders of this company. This format worked extremely well and a number of tours have been booked with this company as a result of this marketplace. Lakefront Trailways will be bringing 90 of their top group leaders to Hamilton on a "fam" tour in January, 1989.

12. Buffalo News - Travel Writer

Travel writer, Steve Veale, accompanied by staff, toured at his request the Hamilton downtown area, Dundurn Castle, the Royal Botanical Gardens and the African Lion Safari. Was most impressed with our Region and an article will be forthcoming.

B.2 CONVENTIONS

The first half of 1988 has placed Greater Hamilton in a stronger position in the convention market. During this period, the Visitor and Convention Services Department was actively involved in servicing 80 of the conventions held in our Region. These conventions brought over 23,200 delegates into our Region and generated close to 43 million dollars (see attached Appendix A). There were 22 Convention Bids prepared by the department. Based on anticipated attendance at these conventions we can estimate that approximately 31 million convention dollars will be realized. In addition, sales efforts were furthered through direct mailings, sales calls, special promotions and attendance at marketplaces and tradeshow.

Our "Be A Convention Ambassador" program has augmented our marketing initiatives greatly as local association members continue to bring their conventions "home to Greater Hamilton". Effective advertising and sales promotions, greater convention building efforts, and the utilization of our newly produced audio visual film have increased our visibility within the association community, as well as adding to the growing "Greater Hamilton" attitude within our own Region.

The strong support of the local convention services industry, namely the Royal Connaught Hotel, the Holiday Inn, the Sheraton Hotel, McMaster Conference Services, HECFI and the Hamilton and District Chamber of Commerce continues to make Greater Hamilton a outstanding convention destination.

B.2.1 Advertising

To attract a larger share of the convention and meeting market in Canada and the U.S., the following ads have been placed in selected media vehicles:

Canadian Associations	2 x 1 pg. 4 col.
Educational Digest	1 pg. 4 col.
Hamilton This Month	1 pg. B & W
Lets Talk Business	2 x 1 pg. B & W
Physicians Guide	1 pg. 4 col.
Medical Meetings	1 pg. 4 col.
CKDS Radio	15 x 30's (News)

B.2.2. Direct Sales Support

1. Audio Visual:

An eight minute audio visual presentation depicting Greater Hamilton as a superior Convention Destination has now been completed. Tapes will be used as part of our presentations when bids are made to host conventions as well as being used in our convention building efforts. Tapes have been distributed to the three downtown hotels, McMaster University Conference Services, the Hamilton Convention Centre and Copps Coliseum.

2. Promotional Showcases:

A. Ottawa "Sales Blitz"

In March, staff conducted a "sales blitz" of Ottawa based associations. This promotion allowed us to contact primarily national associations - an important market segment that we are actively pursuing. Many leads were established at this time and have since been followed up. We will continue to pursue selected leads and anticipate convention business.

B. Ottawa/Toronto Promotion

A promotion involving Association Executives from both Ottawa and Toronto was held in Greater Hamilton April 13, 1988. Eight individuals from Ottawa and seven from Toronto participated in a day-long site inspection. Included in the day's events were: a tour of the three downtown hotels - the Holiday Inn, the Royal Connaught and the Sheraton; a tour of the Royal Botanical Gardens, dinner at the Hamilton Convention Centre and a concert at Copps Coliseum.

This day-long promotion was a great success due largely to the co-operation of all properties involved. Two of the properties have booked business as a result of this promotion and two additional associations have expressed a strong interest in bringing their conventions to Greater Hamilton.

3. Convention Bidding:

Bids Prepared This Term*	22
Unsuccessful	1
Outstanding	7
Total Confirmed Bids	14
Bids Confirmed This Term but	
Bid Last Year	6
Confirmed Bids	20
Unsuccessful From Last Year	1
TOTAL CONFIRMED BIDS	19

* Although there have been many bids placed by properties within the Region that we have assisted in the above bids are those initiated and completed by our department.

4. Convention Attendance Building:

Association Executives have found that increased efforts in promoting the site of future conventions dramatically increases attendance at those conventions. Recognizing this, "Convention Building" has become a very important and attractive incentive offered to selected associations by our department in our bid to host their conventions.

Staff have attended the following conventions which are coming to the Region in 1989 for purposes of promoting the Region and thus increasing delegate attendance:

Canadian Home Builder's Association - Calgary, January 17-20, 1988
 The Society of Ontario Veterinarians - Toronto, February 4-6, 1988
 Rotary District 709 - Buffalo, N.Y., April 29-30, 1988
 Ontario Liberal Party Convention - Ottawa, May 7, 1988
 Canadian Association of Municipal Administrators, Quebec, June 22-25, 1988

The department has also assisted the following Associations by providing them with brochures, weepils, pins and displays for the purpose of Attendance Building:

- Rotary District 712 - Ottawa
- Ontario Association of Geographic Educators - Waterloo
- The Gideons International - St. Johns
- Ontario Pharmacists Association - Toronto
- Institute of Chartered Accountants - Sault Ste. Marie
- Beta Sigma Phi
- Canadian Urban Transit Association - Halifax
- Canadian Association of Clinical Chemists - Winnipeg
- World Conference on Co-operative Education - Halifax
- Hamilton Philatelic Society - Winnipeg

5. Site Inspection:

Sixteen Site Inspections of our Region's convention facilities, hotels and area attractions were held thus far this year. Association Executives were invited to meet with representatives of our department and our hospitality industry to experience first-hand what Greater Hamilton had to offer their conference.

The following organizations participated in these site inspections:

- Canadian Office Machine Dealers Association (COMDA)
- Calvinist Cadet Corps.
- Hazardous Materials Canada Conference & Exhibition
- Gideons International
- Telecare Canada
- Rotary 712
- Canadian Home Builder's Association
- International Flying Farmers
- International Joint Commission Bi-Annual Meeting on Great Lakes Water Quality
- Canadian Psychiatric Association
- Ministry of State for Science and Technology
- Canadian Construction Association
- Ontario Plowmen's Association
- Canadian Country Music Association
- Roads and Transportation Association of Canada
- Latvian Song Festival

6. Be a Convention Ambassador Brochure:

Two thousand "Be a Convention Ambassador Brochures" were used in mailings and in promotional work by this department, downtown hotels and the Chambers of Commerce. An additional 5,000 brochures have been ordered for future promotions. We have had some responses to the brochures i.e. locals expressing an interest in bringing their convention to Greater Hamilton which would indicate that the pamphlets are indeed succeeding in what we intended them to do.

B.2.3 Marketplaces

In our 1988 Marketing Plan we identified 5 Marketplaces/ Tradeshows with the greatest potential return on investment and therefore those worth attending.

1. International Association of Convention & Visitors Bureau-Washington, February 24-26

Entitled "Destination Showcase '88 - A Site Selection Supermarket" and sponsored by IACVB, this marketplace/tradeshow offered convention bureaus, convention centres and exhibit facilities exclusively, an opportunity to showcase their convention facilities to almost 500 meeting planners and association executives. Predominantly an American marketplace, some leads were developed and two in particular are currently being pursued for convention business for Greater Hamilton. Staff was accompanied at this marketplace by the Sales Manager of the Hamilton Convention Centre.

2. Ontario Convention & Visitors Association Ottawa - March 15-18

A spring marketplace was held in conjunction with OCVA's annual conference in Ottawa this year. Approximately 150 meeting planners and association executives representing National and Provincial Associations were in attendance. There were 42 good leads generated at this marketplace and all have since been qualified and followed up. Correspondence will be ongoing with those associations interested in convening in Greater Hamilton. Two members of our department were accompanied by sales representatives from the Sheraton Hotel, the Royal Connaught Hotel, The Holiday Inn and the Hamilton Convention Centre.

3. American Society of Association Executives, Dallas, March 26-30

Co-sponsored by the Ministry of Tourism and Recreation and Tourism Canada, this promotion was attended by over 3,000 delegates, consisting primarily of meeting planners. Some 250 of these planners visited the Greater Hamilton exhibit and many leads were developed which are presently being followed up. Staff was accompanied by representatives from the Royal Connaught Hotel, Sheraton Hotel and the Hamilton Convention Centre.

4. Convention Promotion Reception & Marketplace, Hamilton, May 17

Sponsored by the Hamilton Chamber of Commerce, this marketplace was organized as part of Tourism and Hospitality Week. The marketplace was open to local association members and meeting planners as well as the general public to familiarize them with the facilities and services Greater Hamilton has to offer the convention organizer. Although the attendance for this event fell short of expectations, it provided us with an opportunity to encourage local organizations and individuals to be part of our marketing process in selling Greater Hamilton as a convention destination and consequently, furthered our efforts in recruiting "Convention Ambassadors".

5. Meeting Planners International Annual Tradeshow-Seattle, Washington, June 19-22

In our 1988 Marketing Plan, we identified this tradeshow as a good marketing opportunity and indicated we would be attending it. We decided against attending when the Convention Centre became new members of MPI and indicated they would be sending representatives to the tradeshow. It was felt that our presence would be redundant and our efforts duplicated.

B.2.4 Servicing

The following services were provided by the Visitor and Convention Services Department to convention organizers.

1. Social Programing:
 - spousal and children's programs tours
 - delegate theme nights and entertainment packages
2. Housing Registration
3. Registration Assistance
4. Information Booths and Welcoming Committee
5. Customs Liaison Services

We estimate that our department offered one or more of these services to approximately 80 conventions involving over 23,200 delegates. The dollars generated by this convention activity approaches \$43 million.

B.3 AWARDS

At this year's Annual Convention of the Ontario Convention & Visitors Association (OCVA) our "Attitude" Convention Package won the 1988 Literature Awards Competition in the Convention Lure Brochure category ahead of Toronto and Ottawa.

B.4 SPECIAL EVENTS

B.4.1 Objectives

1. To encourage local residents to participate more in their community during the year.
2. To act as a vehicle to attract more tourists and to extend their stay.
3. To provide incentives for motorcoach tour operators to book clients into "Greater Hamilton": -
4. To encourage private and public sectors to work co-operatively in their efforts to promote the Region and enhance the tourist trade which ultimately expands the tax base and therefore provides for a better quality of life for all citizens of the Region.

B.4.2 Programs

1. Scattolon International Cycling Race , May 29, 1988.

There were 100 athletes in the field, (namely the top 5 cyclists in the world), competing for a total purse of \$75,000. This race fits in nicely to the professional cycling race tour (just before the Tour de France) as well as providing a need in the Region for a major special event at this time of year.

The race is scheduled between Victoria Day and The Air Show. The Scattolon International is now touted as the richest and most prestigious Cycling Race to take place in Canada. With this, the race received spectacular coverage from all media (talks now taking place with T.S.N. to cover next year's event) and drew some 30,000 spectators.

The Tourism and Convention Services Department of the Region were instrumental in helping to bring the race to the Region and helping the organizers find their way through the channels. From all reports, it was a success and promises to be a permanent fixture in the list of Special Events that the Region hosts each year. The Region has since scheduled an evaluation meeting with the race organizers and local civic and regional department heads to ensure an even bigger and better race next year.

2. The Auto Slalom Racing Championship , July 23-25, 1988

This event will take place as scheduled. The original event organizers have given up the rights to the event and the major sponsor, Firestone, has taken it over. They have made very few changes to the original proposal except for a name change. It will now be known as the HAMILTON INVITATIONAL AUTO SLALOM EVENT. The site (York Blvd. between Queen and Bay Streets) was passed by Council on April 19th, 1988. The Visitor and Convention Services Department were instrumental in bringing this race to the Region and have continued to consult with the new organizers and to help them co-ordinate this effort through the various civic and regional channels.

This is an exciting, safe sport that allows Lamborghinis and Porsches to execute time trial obstacle courses while allowing for full spectator coverage. The event organizers anticipate 15,000 - 20,000 spectators for an exciting weekend of car races - a free special event for families and car enthusiasts alike.

3. Mardi Gras/Winterfest , February 1-14 1988

Hamilton is the MARDI GRAS CAPITAL OF CANADA and as per the past 126 years, Mardi Gras took place with much fanfare and pageantry. The events held during the two weeks of Mardi Gras attract thousands of local citizens and various cultural and ethnic groups from Southern Ontario as well as tourists from across the country and the U. S.

For the first time, Mardi Gras and Winterfest worked co-operatively sharing volunteers, venues, advertising and promotion. Together they hosted two events, Western Night and Snow Prince and Princess, which were very successful. The Region was instrumental in bringing the two groups together with the hope that one major Winter Carnival type event may eventually grow in size and significance to the Quebec Winter Carnival or Ottawa's Winterlude. The Region is looking forward to continued co-operative efforts to meet their respective goals.

4. Racquet Sports: World Professional Squash Association Championships

The enthusiasm of the parties involved in hosting and bringing the event to the Region has lost momentum. Consequently, plans to introduce the World Professional Squash Association's Championships to the Region in the Fall of '88 have been postponed.

5. Children's Festival 1989

Negotiations between the Tourism and Convention Services staff, Hamilton Region Conservation Authority and the promoters of the Children's Festival are continuing with the hopes of staging the 1st Annual Festival of this kind in Hamilton- Wentworth in the summer of 1989. It is proposed as a two day event, (Sat. and Sun.) from noon until dusk, at Confederation Park and will incorporate free rides, strolling musicians, comedy groups, jugglers, magicians, a play and swimming area. In addition, large tent theatres will be erected featuring top name children's acts.

6. Airport Days - Hamilton Airport, June 11-12

Tourism and Convention Services staff was requested to assist the Airport Committee in developing a promotion to enhance the awareness of the Hamilton Airport and the Airlines servicing it. Heightened exposure of the airport, its services, convenient location and hassle-free parking, check-in counters and baggage claims will ultimately lead to more frequent use by local business people and travellers as a very viable arrival and departure point. The program consisted of two individual events. The first was targeted to the local Travel Agents to encourage them to book more clients through the airport. The other event was to encourage local citizens to utilize the Hamilton Airport. Both events were well attended as approximately 5,000 travel agents and local citizens enjoyed the tour, briefing and receptions at the Hamilton Airport.

7. Official Opening of the Downtown Tourist Information Centre , June 14

Approximately 110 invited guests attended the opening. The program consisted of a reception with a light lunch buffet, speeches by Chairman Sears, Councillor Ross, Mayor Robert Morrow and Mr. Bernard Hanna, a ribbon cutting ceremony and the presentation of "Greater Hamilton" sweatshirts as a memento of the day. The event was topped off with the Inaugural Tour of the Region's attractions courtesy of Canada Coach Lines FUN TREK. The Opening was a success and very exciting for the Region as we are on par with the other major Canadian Tourist Destinations that have Tourist Information Centres in their downtown core.

It was announced that the facility will be staffed by qualified, trained students during the peak tourist months and by the Lady Hamilton Club during the off season under the guidance of the Tourism and Convention Services Division.

It is worthy to note that the Tourism and Convention Services staff have consulted with several groups on various topics relating to Special Events.

- Cari-Cargo Airlines
- Hamilton Redbirds Baseball Team
- Hamilton Tiger Cat Football Club
- Festitalia
- Mardi Gras
- Boris Brott International Music Festival
- Country Music Band Wagon
- Quebec/Ontario All-Star Hockey Championships

APPENDIX B

1. CONVENTIONS BID DOLLAR-GENERATING POTENTIAL

ASSOCIATION	ANTICIPATED DELEGATES	PROJECTED DOLLARS
Canadian Judo Federation	400	735,000
Arabian Horse Association of Eastern Canada	400	735,000
Ontario Liberal Party	700	1,286,250
Mardi Gras Festival	600	1,102,500
Telecare Canada	450	826,875
Canadian Feed Industry Association	500	918,750
Blue Knights International	320	588,000
Canadian Office Machine Dealers Association	250	459,375
Polymer Processing Society	600	1,102,500
Ontario Medical Association	400	735,000
The Ontario Automobile Dealer Association	600	1,102,500
Attractions Ontario	750	1,378,125
Canadian Calorie Counters	500	918,750
Lions' Club International	5,800	10,657,500
Road and Transportation Association of Canada	650	1,194,375
Sports Turf Association	250	459,375
Municipal Electric Association	500	918,750
International Flying Farmers	550	1,010,625
Tupperware of Canada	500	918,750
Society for Industrial Archaeology	400	735,000
International Science and Engineering Fair	1,800	3,307,500
TOTALS	16,920	31,090,500

Based on industry statistics, the average stay of a delegate is 3.5 days, the average expenditure per delegate is \$150 per day and the multiplier (spin-off) factor is 3.5:

Delegates Avg. Stay x Avg. Daily Expenditure x Multiplier Factor x Dollars Generated
 (16,920 x 3.5 days \$150 x 3.5 = \$31,090,500)

2. CONVENTIONS HELD IN GREATER HAMILTON

DATE	ORGANIZATION	DELEGATES
JANUARY		
26	ONTARIO HOCKEY LEAGUE ALL STAR CHALLENGE	300
29-30	WOMEN & POLITICS	300
FEBRUARY		
5-7	CANADIAN ASSOC. OF TEXTILE COLOURISTS & CHEMISTS	200
9-10	PARENTAL SUPPORT CONVENTION	60
11-14	HAMILTON SPORTSMEN'S SHOW.	30
16-19	INT'L SOCIETY OF ARBORCULTURISTS	200
18-19	ENERGY EDUCATORS OF ONTARIO	80
19	SHERIDAN COLLEGE VISUAL ARTS SEMINAR	60
22-29	ONTARIO RECREATION VEHICLE ASSOC.	150
23	MEDICAL SEMINAR OF FAMILY PHYSICIANS	300
24-26	ONTARIO SECONDARY SCHOOL PRINCIPALS	500
MARCH		
4-5	CANADIAN INTER-UNIVERSITY WRESTLING CHAMPIONSHIPS	300
4-6	AMATEUR FOOTBALL ASSOCIATION	100
13-15	ASSOC. DES ENSEIGNANTES ET ENSEIGNANTS FRANCO-ONTARIENS	300
17	SEMINAR OF REGIONAL SOLICITORS & CLERKS	
18-20	ONTARIO FOLK ARTS COUNCIL	100
19	ORDER OF THE EASTERN STAR	50
22-24	ONTARIO FEDERATION OF SECONDARY SCHOOL ASSOCIATION HOCKEY CHAMPIONSHIP	200
25	ONTARIO TURKEY MARKETING BOARD	150
25-26	NATIONAL OLYMPIC WRESTLING TRIALS	500
30-Apr.3	ONTARIO 5-PIN BOWLERS	250
APRIL		
11-13	HAMILTON ACADEMY OF MEDICINE	60
11-15	IODE CONFERENCE	400
12-14	CUPE	150
15-16	UNITED FOODS	100
15-16	25TH ANNIVERSARY HOCKEY TOURNAMENT LOCAL UNION 105 - IBEW	300
18-19	OCCUPATIONAL HEALTH & SAFETY	75
22-23	ONTARIO AMATEUR BASKETBALL ASSOC.	400
22-24	CANADIAN JUDO CHAMPIONSHIP	400
22-24	ONTARIO CATHOLIC CHARISMATIC SPRING MINI CONFERENCE	600
28-30	COURT REPORTERS OF ONTARIO	100
30-May 2	CHARTERED SHORTHAND REPORTERS ASSOC. 60	
30	AMERICAN FOUNDRYMEN'S SOCIETY	100
29-May 1	YOUTH MINISTRY CONFERENCE	
	FOR THE DIOCESE OF NIAGARA	50
29-May 1	CANADIAN CALORIE COUNTERS	500

MAY

2-5	ONT LADIES GOLF ASSOC.	60
2-8	KIWANIS MUSIC FESTIVAL	2,000
3-4	INSTRUMENT SOCIETY OF AMERICA	100
4-8	SCHOOL OF SOCIAL WORK	150
5-7	SCOTTISH RITE	200
6-8	PHILOSOPHY CONFERENCE	100
8-13	ADVANCE PROCESS CONTROL	30
9-12	I.B.E.W. (BROTHERHOOD OF ELECTRICAL WORKERS)	200
10	YOUNG AUTHORS DAY	250
10-12	McMASTER SYMPOSIUM ON IRON & STEEL	200
10-14	ONTARIO ASSOCIATION OF SCHOOL BUSINESS OFFICIALS	400
11	INDUSTRY EDUCATION COUNCIL	250
12-15	SQUARE DANCE CONVENTION	3,500
15-17	CANADIAN SOCCER ASSOCIATION	50
15-20	CRITICAL APPRAISAL WORKSHOP	50
17-20	NATIONAL SLAG ASSOCIATION	60
17-20	GREAT LAKES RESEARCH CONFERENCE	200
17-22	CANADIAN NATIONAL GYMNASIIC & TRAMPOLINE CHAMPIONSHIPS	550
18	PAIN A CHALLENGE	200
18-19	CONSULTING ENGINEERS OF ONTARIO	150
19-20	WORKSHOP ON WASTE WATER ENGINEERING SYSTEMS	30
20-22	CANADIAN CROATIAN FOLK DANCE FESTIVAL	1,200
25-27	ONTARIO ASSOCIATION OF CREDIT COUNSELLING SERVICES	70
26-28	CANADIAN ASSOC. OF SPORT HERITAGE	25
26-31	HEALTH POLICY CONVENTION	100
27-29	BUSINESS & PROFESSIONAL WOMEN	250
27-29	CANADIAN ASSOC. OF ADMINISTRATIVE ASSISTANTS	5
27-29	HAMILTON & DIST. AQUARIUM SOCIETY	200
30-31	REHABILITATION WORKSHOP	50
31-June 2	CANADIAN ELEVATOR (SECA)	275

JUNE

1-5	CANADIAN MOTHERS UNION CONF.	150
1-5	ONTARIO ARENAS ASSOCIATION	250
5-10	CANADIAN METEOROLOGICAL AND OCEANOGRAPHIC SOCIETY	400
8-11	MEDIA CLUB OF CANADA	50
10-12	ST. VINCENT de PAUL	400
11-13	KNIGHTS OF COLUMBUS	600
13-17	IBM CONFERENCE	700
15-16	MOHAWK COLLEGE LAW & SECURITY PROGRAM	60
15-17	ONTARIO ASSOC. OF SOCIAL WORKERS	300
16-18	AEROHERITAGE AIR SHOW	500
16-18	CANADIAN RED CROSS SOCIETY (ONT. DIV)	300
17-18	CROATIAN FRATERNAL UNION GOLF TOURNAMENT AND ANNUAL MEETING	100
18-21	SOC. OF TEACHING & LEARNING IN HIGHER EDUCATION	150
26-29	CANADIAN AUTOMOBILE ASSOCIATION	350

C. ADMINISTRATION

The goal of the Administration Program is to provide through the Manager of Administration the appropriate support staff, staff training and equipment to facilitate a well organized and efficient operation of both divisions, Tourism and Conventions and Business Development.

C.1. STAFF POSITIONS

All staff positions have been filled to date as per the proposed 1988 current budget and as outlined in our organizational chart.(see attached) Now included is the permanent position for the International Marketing Officer.

The Airport Marketing Officer whose position was approved for the last quarter of the year is expected to be hired by October 1, 1988.

C.2. 1988 OPERATING BUDGET

As of the mid year, all program expenditures to date have kept very close to their allocated budgets as outlined in the 1988 Marketing Plans. Under the Business Development Program a cost of \$12,000 for the publication of the Business Directory which was not anticipated in 1988 can be absorbed by the projected underspending in the Industrial Land and Other Capital Costs Program. A favourable variance of \$3,000 is forecasted in the Economic Development Programs at December 31, 1988.

Including the Wentworth Heritage Village, a \$10,000 surplus is expected at the end of the year for the overall Department. This additional \$7,000 is a result of the transfer of the management of Wentworth Heritage Village to the Hamilton Region Conservation Authority effective July 1, 1988.

Subsequent to the transfer of the Wentworth Heritage Village Management, the Historical Advisory Board has now become disbanded. Heritage preservation will now become the responsibility of the local municipality as recommended by the Historical Advisory Board.

C.3. OFFICE EQUIPMENT

In February, 1988 the department purchased an AST IBM-AT Compatible Personal Computer and printer primarily for two main purposes, desk-top publishing and convention information.

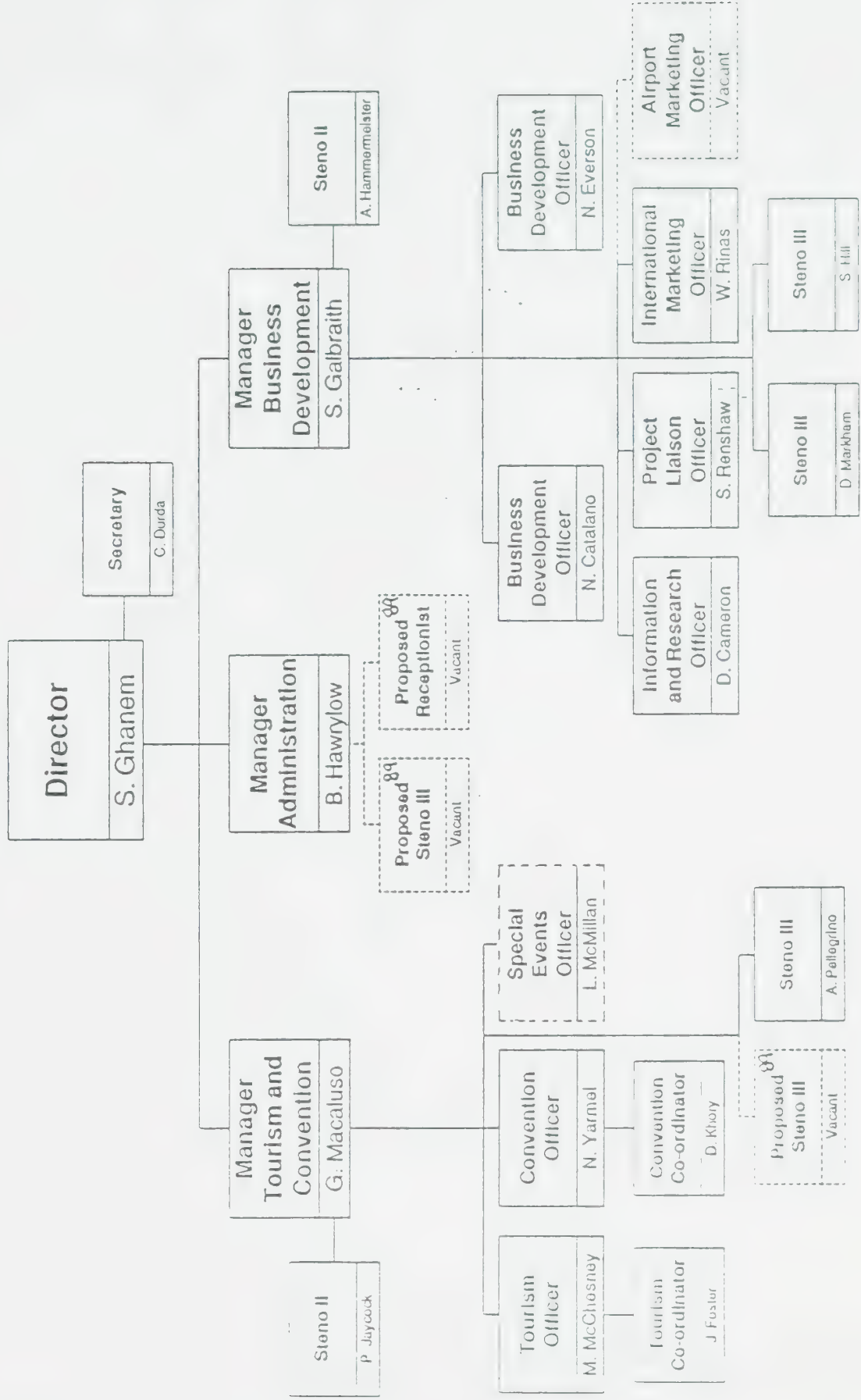
Desk-top publishing enables us to bring in-house the design and production of newsletters, proposals, business forms which we currently contract out, thereby providing faster typeset quality documents with greater flexibility and lower cost. Present departmental uses include Banking Proposals and Mid Year Reports.

A Conventions Database System is presently being input into our computer, which was developed by our Systems Department. It is expected to be completed by the end of September. Once all the information has been input, list of sizes and future dates of conventions will be available instantly, enabling us to prepare effectively for upcoming convention bids.

The department has also obtained a fax machine which is one of today's most efficient ways of transmitting information.

Economic Development Department

Organization Chart



Tourism and Convention Division

Business Development Division

C.4. EDUCATIONAL SEMINARS

Staff attended Desktop Publishing courses, a newsletter seminar, secretarial course and a Statistics Canada course on use of Census material.

Regional in-house seminars attended included Presentation Skills, Effective Meetings, Stress and Time Management, and various Personal Computer User Group presentations.

Other activities include the study of French, microcomputer applications, organizational behaviour, and effective speaking.

C.5 PROFESSIONAL DEVELOPMENT

One staff member attended the Economic Development Year I program and a second attended Year II of the course offered by the University of Waterloo. This program, which leads to a Certificate in Economic Development, consists of seminars and course work designed to provide information and skills utilized in the daily-function of the Economic Development Department. Another staff member has completed the required qualifications to attain accreditation as a Certified Economic Development practitioner. Staff participated in the Ontario Industrial Development Council/Ministry of Industry, Trade and Technology annual meeting in Toronto as well as OI DC meetings in Woodstock and Niagara On-The-Lake.

Two staff members from the Tourism and Conventions Division attended the Canadian Association of Conventions and Visitors Association 1988 Education Seminar in Cincinnati, Ohio. Areas of development included marketing and Convention Servicing. Certifications are eligible in both of the above-mentioned programs.

URBAN MUNICIPAL

GOVERNMENT DOCUMENTS

ECONOMIC DEVELOPMENT
DEPARTMENT

MID-YEAR REPORT, 1989

A. Business Development

B. Tourism & Convention Services

SUMMARY OF RESULTS

INDICATORS (June)	1988	1989	Units
No. of New Businesses	15	42	Firms
No. of Expansions & Retentions	18	37	Firms
New Business Jobs	550	358	Jobs
Added Jobs (Existing Business)	750	675	Jobs
Retained Jobs	N/A	496	Jobs
Total Jobs	1,109	1,529	Jobs
Industrial Land Sales	29	6	Acres
Value of Land Sales	1,929,970	392,200	Dollars
Total Building Permits	127,515,791	132,607,668 (April)	Dollars
Total No. of Conventions	50	108	Conventions
Total No. of Delegates	23,200	32,000	Delegates
Conventions Local Revenue	43 million	60 million	Dollars*
Unemployment Rate	5.4	6.3	Percent
Canadian Bond Rating	AAA-	AAA	Rating

* Estimates

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A.

BUSINESS DEVELOPMENT

A.1 BUSINESS RETENTION/ EXPANSION

The mission is to retain local industry and encourage expansions at existing facilities or relocation within the Greater Hamilton Region.

A.1.1 *Visitations*

Staff visited 205 local businesses to discuss and respond to concerns expressed and to identify new and expanding business opportunities.

Regional Councillors have supplemented visitation efforts by also calling on local businesses.

The Department's Skyline newsletter has a new look. Modified with a new nameplate and magazine-style layout and reflecting the "Take a Closer Look" theme, this channel of communication has been greatly enhanced.

The first quarter Skyline looked at the new General Hospital, Employee Adjustment Committees, Hamilton Airshow, Labatt Brier, and Tourism Awareness Week. The second quarter featured the Tiger Cats, Japanese Trade Mission, Ottawa's Aircraft Service move to Hamilton Airport, auto parts manufacturers, local festivals and fall fairs, Cycling Races, and Pan Am and World Judo Championships.

Staff undertook direct mail projects which concentrated on the auto parts sector and Japanese investments in order to promote opportunities for local business interests.

A.1.2 *Seminars/ Presentations*

Staff held specialized local seminars for various members of the business community to explain the services and support organizations affiliated with this Department. Seminars were also held in conjunction with the Ministry of Agriculture to explain Small Food Processing Program to local firms engaged in related industries. Staff also made a presentation to the Hamilton and District Construction Sub-contractors Association to advise of Department services.

Departmental representatives attended a number of local seminars and conferences.

Department of Defense (How to bid on federal defense contracts), Social Planning Research Council (Effects of the economy and sustained growth on social and planning issues), Canada Employment Centre (Ongoing discussions on how this Department can best meet the employment needs of the business community),

Royal Bank Canada (Discussion on the continuing and growing relationship between the Department and the financial community).
Milan Trade Fair (Representatives from Milan provided an overview of this annual event),

A.1.3 Advertising

Local advertisements promoted the new "Take a Closer Look" theme with the development of two new ads--"Doorway to Opportunity" and "Home of Technology".

The Region was promoted in the following publications:

Hamilton Spectator "Outlook '89"
McMaster Times
McMaster-AIESEC Conference Program
Better Business Bureau
Hamilton Heart and Stroke Foundation Magazine
Hamilton Industrial Exhibition "Shop Magazine"
Stoney Creek Chamber of Commerce
Flamborough Chamber of Commerce Directory
Hamilton & District Chamber of Commerce Panorama
Hamilton Report

A.1.4 Trade Shows

Staff participated in the Greater Hamilton Industrial Exposition held at Hamilton Airport and met with representatives from local businesses.

The Department participated in the Hamilton Home Show, providing assistance to a German business delegation. (See A.2.5)

A.1.5 Receptions

In January, the Region was honoured with a Corporation of the Month reception by the Sheraton Hamilton Hotel. Friends of the Region were invited to attend the reception and view the premiere of the Region's new business promotion video.

In early June, the Department hosted the second annual Business Appreciation Night at the Dundas Valley Golf and Curling Club. More than 150 representatives of local business were recognized for their contribution to local economic growth.

A.1.6 Community Events

Department staff attended the Hamilton and District Chamber of Commerce "Outstanding Business Achievement Awards" banquet in early May to honour Fortron and the Coppley Groups. Staff also attended the Hamilton Chamber's Annual Meeting, President's Panel and State of the Region Address.

In June, staff attended the Stoney Creek Chamber of Commerce's Corporate Citizen of the Year banquet honouring the achievements of Mike Taylor of Taylor Steel.

Staff also attended regular meetings of all local Chambers of Commerce.

*A.1.7 Client
Services*

Staff responded to more than 205 inquiries and completed 69 locally originated files, resulting in the creation and or/retention of 1,166 local jobs.

*A.1.8 Corporate
Dislocation*

Greening Donald closed the doors of its remaining operation, leaving a total of 178 employees without work.

Chipman Chemicals reported a restructuring of its operations which will affect 50 workers.

In response to a growing concern over employment adjustment, considerable attention has been focused on creating an Employment Adjustment Centre or another mechanism to deal with employees affected by corporate dislocation.

A.2 ATTRACT EMPLOYMENT OPPORTUNITIES

The mission is to attract entrepreneurs and companies seeking new locations and to foster the establishment of new business within the Region.

A.2.1. Advertising

The Region's new ads (See A.1.3) highlighted the low cost of corporate/business facility space and land while emphasizing the lucrative business environment. Ads were placed in the following publications.:

National:

Financial Post Magazines
Business and Finance in Ontario
Canadian Business
Metro Toronto Business Journal
Globe and Mail Magazine

International:

Area Development (U.S.A.)
Canada Journal (Europe)
Canadian German Trade Directory (Europe)
El Ahram (Middle East)
Executive Report (U.S.A.)
Handelsblatt (Europe)
Hong Kong Chamber of Commerce (Pacific Rim)
Hong Kong Executive (Pacific Rim)
Plants, Sites, and Parks (U.S.A.)

A.2.2 Special Reports

The **Auto Parts Report** was updated, given a new cover, and translated into German and Japanese for maximum impact in those respective countries. The publication was distributed locally and abroad to Federal trade offices, at trade shows, and to business associations.

The Region's lure brochure **Take a Closer Look** (formerly **MOMENTUM**) also received a new cover and German, Italian and Japanese introductory page inserts and was distributed via direct mail and trade missions.

The **Executive Summary** was updated and also given a new cover reflecting the new **Take a Closer Look** promotional theme.

A.2.3 Direct Mailings

Each business mission undertaken by staff was followed up with a mail campaign to reinforce the Region's presence. Local products/services were presented for the consideration of identified leads.

*A.2.4 Trade Seminars/
Presentations/
Receptions*

Staff participated in the following events:

Free Trade Agreement Seminar (Pittsburgh),
Free Trade Implications: Canadian Exporters Association
(Kitchener, Ontario),
Ministry of Industry, Trade and Technology Investment Seminars
(Indianapolis and Fort Wayne, Indiana),
Auto Parts Industry, MITT (Detroit),
Auto Parts Industry, Financial Post Conference (Toronto).
Ireland-Gateway to Europe Seminar (Kitchener)
United Kingdom (this seminar focused on the various pros and
cons of doing business in England) (Toronto).

Staff made presentations to commercial couriers, TNT Skypak and
Ciburd to appraise them of opportunities available within the
Region for their type of business.

A.2.5 Trade Shows

Staff attended the ICI at UDI Industrial Realtor Show held in
Toronto. This two-day trade show was attended by industrial and
commercial realtors from Southern Ontario.

Department staff participated in the Hannover Fair, West
Germany, one of the world's largest industrial expositions, and
pursued a number of entrepreneurs and investors interested in
business opportunities in Canada.

In February, staff attended a special conference in Montreal
dealing with Pacific Rim trade. Meetings were held with
government trade officials as well as import/export businesses
seeking business opportunities.

Staff attended METEC in Dusseldorf, West Germany, the world's
largest trade show for metallurgical products and systems.
Contacts were made with entrepreneurs interested in business
opportunities.

Staff participated in the University Research Parks Conference,
San Francisco, to augment efforts of developing a similar facility
in the Region.

A.2.6 Trade Missions

Staff have participated in trade missions in Europe, Middle East,
and the United States in an effort to attract new investment and
technology, identify compatible investors and promote Greater
Hamilton.

In February, while participating in the federally sponsored "Europe 1992" Mission, staff met with Canadian Embassy officials and Ontario government trade representatives to discern business opportunities in the new trade environment. Investment proposals and prospective clients were followed-up and meetings with business clients were held.

During an European/Middle East Mission in April, staff attended the Hannover Trade Fair and met with Canadian Embassy and consulate officials to discuss specific business opportunities in Greater Hamilton, and follow-up on investment proposals. Immigrant entrepreneurs were advised of suitable prospects and encouraged to establish in the Region.

In April, staff met with steel-related, auto parts and medical/health care businesses and investors in Japan. Significant trade opportunities were identified, particularly in the specialized metal sector. An important meeting was also held with GGS Co. Ltd., the new owners of the Sheraton Hamilton Hotel.

Staff held numerous meetings with manufacturing and research firms in Silicon Valley, California, following the University Research Parks Conference. Liaison with government officials suggests that Southern California is a viable market.

In May, following attendance at the METEC and GIFA Trade Fairs in West Germany, prospective clients in the auto parts industries were advised of the lucrative business environment in the Region. Meetings were also held with Canadian Embassy officials to identify prospective clients for the proposed Life Sciences Business Park.

A.2.7 Client Services

Staff recorded approximately 95 inquiries and completed 10 files, resulting in the creation and/or retention of 363 jobs.

A.2.8 Approved Foreign Investments

GGS Co. Ltd of Tokyo has infused new Japanese investment into the Region through the purchase of the Sheraton Hamilton Hotel. An international corporation, Ginza Golf Services owns world-wide quality hotels, deals in corporate financing, and imports/wholesales precious stones.

Four immigrant/entrepreneurs from the Pacific Rim and Middle East have been granted conditional visas to come to Greater Hamilton to proceed with their business plans as discussed with Economic Development staff. Total investment is estimated to exceed \$1 million. Several other immigrant/entrepreneurs are awaiting final notification from the federal government to proceed with their plans to immigrate and establish a business in the Region.

A.3 ATTRACT PEOPLE

The mission is to capture a greater proportion of the migrating population and encourage moves to Greater Hamilton.

A.3.1 Advertising

The Region has placed the **Tale of Two Cities** ad in the Toronto Star and Moving To and About Toronto magazine in an attempt to attract people from that key market.

An enhanced campaign to entice re-locaters to move to the Region is scheduled for the fall of 1989.

A.3.2 Presentations/ Communications

Staff undertook several speaking engagements, concentrating on McMaster University's commerce students and selected high schools. Presentations made to various business groups outlined the high quality of life and affordable housing in the Region..

**A.4 FOSTER SMALL
BUSINESS
DEVELOPMENT**

Our mission is to assist in the formation, operation and long-term viability of small business enterprises.

**A.4.1 *Community
Small Business
Centre
(Incubator)***

Funds to construct the Small Business Centre were approved in the 1989-93 Capital Budget. A detailed business plan for the establishment and operation of the Centre was presented to Regional Council in early 1989. An Ontario Order-in-Council to enable the Region to proceed with this project has yet to be received despite considerable efforts by Regional Council.

Currently, a site selection and a personnel sub-committees are actively seeking a suitable location and General Manager for the Centre.

**A.4.2 *Business
Advisory
Centre***

Staff continued to respond and make referrals to the B.A.C. A \$65,000 operating grant from the Region matching the Provincial Government's contribution in 1989. The Small Business Development Centre has had a total of 1,900 client contacts and hosted 11 seminars relating to small business.

**A.4.3 *Skills Training
Advisory
Centre***

The Region provides an annual \$35,000 grant to the Hamilton-Wentworth S.T.A.C. The Region also assisted with the first "Skills Olympics" organized by S.T.A.C. in June.

**A.4.4 *Local
Financial
Community
Liaison***

Staff continued to liaise with Greater Hamilton's financial community. (See A.6.1)

Staff have also worked closely with the Ontario Development Corporation, the Federal Business Development Bank and various government ministries which provide financial incentives for expanding and/or retaining businesses.

A.4.5 *Advertising*

See A.1.3 and A.2.1.

A.4.6 *Client Services*

Business Development staff continued their work with the small business sector. Specific counselling in regards to finance, marketing and expansion was extended to fledgling entrepreneurs. (See A.1.7 and A.2.7)

**A.5 DEVELOPMENT
AS A REGIONAL
CENTRE**

The mission is to increase the market service area of the Region and increase penetration of the existing local markets for business and government services.

**A.5.1 Regional
Development
Projects**

Health and Medical Technology Business Park (PARKMED)

Phase I of a feasibility study, assessing the Region as a location for a life science business park, was completed in May. The study concluded that such a park had a high probability of success in Greater Hamilton. A series of conclusions and recommendations to influence development and marketing of the proposed park were presented.

Phase II of the study, evaluating specific sites within the Region, commenced in early June.

Confederation Park Hotel Development

Receiving Council approval to treat the Confederation Park Hotel and Information Centre as two separate projects, staff sent a marketing package to hotels, banks, investment houses and other businesses and placed ads in the Hamilton Spectator and Globe and Mail, requesting Hotel proposals. Staff is assisting those interested in the project.

INTACT

Construction of a air cargo and aircraft maintenance facility at the Hamilton Airport is underway and is expected to be operational soon.

CAPIC

Staff continued to assist and advise the Hamilton Central Area Plan Implementation Committee in pursuing their mandate of updating and revising the Central Area Plan.

Canada Steel Science and Technology Centre

Consultants recommended incorporating the Canada Steel Science and Technology Centre within the City of Hamilton Waterfront Park. The Centre Steering Committee has endorsed this recommendation and will bring the matter before the City of Hamilton Parks and Recreation Committee for consideration. Efforts to involve the Canadian Steel Industry and general population are under way with the development of facility renderings and a marketing video. Presentations will be made in the fall of 1989 to local and Canada-wide steel industry representatives as well as Federal, Provincial and local governments.

Pacific Centre Development Task Force

This special task force was formed by Regional Council to investigate the feasibility of establishing a Pacific Rim Centre to facilitating investment from these countries.

A.5.2 Advertising

This program overlaps other advertising programs.

**A.6 ATTRACT
FINANCIAL
SECTOR
DEVELOPMENT**

The mission is to encourage financial institutions and related service industries to develop facilities within the Region.

A.6.1 Trade Missions

Staff continued to liaise with banks, trust companies and credit unions both in and outside the Region. Specifically, staff provided statistical and demographical information to major financial institutions interested in expanding their branch network throughout this area. Staff also encouraged these organizations to expand their operations through a Regional centre. The Royal Bank of Canada and the Canadian Imperial Bank of Commerce maintain significant regional corporate offices in this area.

A.6.2 Direct Mail

Department staff disseminated information to various financial institutions in the Toronto area as well as financial planners and financial service agencies making them aware of the expanding business community throughout the Hamilton-Wentworth Region.

A.6.3 Special Reports

A **Banking Report** is updated annually and forwarded to the Real Estate Department of selected banks and trust companies in the Metro Toronto area as well as the Montreal area. This report outlines the growth of the financial service industries in the Region and has assisted various corporate bodies in deciding to expand their financial services network in Greater Hamilton.*

A.6.4 Advertising

See A.1.3 and A.2.1.

**A.7 INDUSTRIAL
LAND
DEVELOPMENT**

The mission is to provide business/industry with an assured supply of serviced industrial land for development.

*A.7.1 Industrial-
Business
Park Land Sales*

Six transactions were approved by Regional Council involving the sale of 5.2 acres for \$329,150. Five sales were located in the Ancaster and one in Stone Church Industrial parks. Three transactions were for speculative lease/sale building units and the balance were end users. Total minimum building area is expected to be 47,000 square feet, creating initially 19 new jobs.

*A.7.2 Development
and Construction*

Design and final registration of Ancaster Industrial Park Phase III and Hamilton Mountain Industrial Park No. 2 are nearing completion. Construction is expected to commence in this Fall and be completed by year end. Together these projects will provide approximately 30 acres of serviced lots for sales.

A.7.3 Future Projects

Site selection is proceeding for a Lifesciences Business Park (See A.5.1)

A special report "Future Role For The Region in Industrial Land Development " was prepared on this subject jointly with the Planning and Development Department and approved by Regional Council. The report recommends continuing an active development role and outlines a series of projects and priorities.

C.N. Watson and Associates were retained to complete an "Industrial land Development Strategy Study ". This work examined ten most successful business parks in Ontario to identify special policies, characteristics, and define steps the Region could take to enhance its land development program. The report will be presented to council before the end of the year.

David Amborski, Urban Planning and Economic Consultant, was retained by the Region's Planning and Development Department to investigate industrial development servicing strategies for reasons similar to those noted above. A report will be presented to Council at year's end.

B. TOURISM AND CONVENTION SERVICES

B.1 TOURISM

The mission is to increase the number of visiting tourists , and the expenditure and length of their stay in the Region

Tourism is an opportunity industry of the future with strong economic performance and promise of growth. Over 32,000 people are employed directly and indirectly in the hospitality industry in the Region.

Indications point to a busy summer tourist season in Greater Hamilton. Motorcoach tours and visitor inquiries are up significantly over previous years. Hotels, restaurants and attractions have reported a good spring and expect an excellent summer. However, cool, wet weather has hindered attendance at conservation areas early this year. It is expected that warm summer weather will increase attendance dramatically.

The toll-free telephone line is again in operation at our office, and the response is good. As well, the Events Line operates 24 hours per day. Our four tourist information centres are now in operation. The downtown centre operates on a year-round basis to provide information to tourists, convention delegates and local residents. Many tourists from the U.K., as a result of Nationair activities, have visited the downtown location.

B.1.1 Advertising

A new Tourism campaign for 1989 is based on the theme "Greater Hamilton, Take a Closer Look". The campaign features bold visuals with headlines that draw readers into the copy. The main visual element is a child splashing into a wavepool. See Supplemental report B.1.1. for details.

B.1.2 Support Material

Brochures which address our target groups have been produced and distributed. They include a lure brochure, maps, dining and accommodation guides and a listing of Regional events. The Group Planner's Guide is being updated for distribution later this year.

B.1.3 Direct Sales Support

1. Tourism Awareness Week

A Front-Line Hospitality Reception was held on May 15 at the Holiday Inn for approximately 275 front-line staff - employees from hotels, restaurants, taxi companies, etc. Management of the Tourism Hospitality Industry acted as hosts. Brochures and tourism games designed by students enrolled in the Hamilton Board of Education's travel/tourism program were displayed and a winner was chosen from each category. On hand to acknowledge the efforts of the front-line staff were Regional Chairman Reg Whynott and Councillor Don Ross.

2. World-Wide Postcard Promotion

As part of Tourism Awareness Week activities, the Economic Development Department offered to mail postcards anywhere in the world. The public was invited to visit a city hall, town hall or township hall and write a message to a friend or relative inviting them to visit Greater Hamilton. Many positive comments were received on this promotion.

3. Brochure Distribution

The tourism brochure, dining and accommodation guides and flat maps are distributed at all Regional Tourist Centres, as well as major Provincial Tourist Centres and selected Canadian Consulate offices located in foreign destinations. Brochures Unlimited will distribute brochures in New York State and Southwestern Ontario.

4. Tourist Information Centres

Regional tourist information centres located at the Royal Botanical Gardens, African Lion Safari and Confederation Park will be open from June 12 to Labour Day. The downtown booth located at 127 King Street East operates on a year-round basis. The centre, now open one year, has proven helpful to tourists, convention delegates and local citizens. Visitors to these centres come from all Canadian provinces and most U.S. states and we are seeing an increasing number from offshore countries, in particular, Great Britain. Nine student counsellors have been hired to staff these Tourist Centres this summer.

Preliminary designs for the new Tourism Information Centre at Confederation Park are in the planning stage. The project is expected to be tendered for construction in September, 1989.

B.1.4 Familiarization Tours

1. Lakefront Trailways Familiarization Tour January 16 - 18, 1989 (group leaders and tour operators)

This tour of 45 group leaders from the Cleveland area stayed at the Sheraton and visited many Regional attractions, restaurants and the Geritol Follies during their 3 day visit. The company has subsequently booked a number of tours to our Region.

2. Attractions Ontario Post Convention Fam Tour February 6 - 7, 1989 (travel trade)

Co-sponsored by the Ontario Ministry of Tourism and Recreation, 42 tour operators and tourism officials stayed at the Royal Connaught Hotel, had lunch at the Old Salzburg Restaurant and participated in a tour of our Region. They were impressed with Greater Hamilton.

3. Nationair Trade Press Visit March 17 - 21, 1989 (travel writers)

This tour was for six travel writers from the U.K. - brought to Hamilton by Nationair to visit sites in the Region during their four day stay, accompanied by our staff. They were extremely impressed with our Region, attractions, hotels and restaurants.

4. Mrs. Pauline Roy, Voyages Jocelyne Cote (1988) Inc. Cap-de-la-Madeleine, Quebec (tour operator)

On May 9, Pauline Roy visited our area at the invitation of Mayor Morrow, for a site inspection of the facilities in Hamilton for group tours. She was very pleased with our area and hopes to extend her Niagara Falls tours to include Hamilton.

5. Nationair Trade Press Fam Tour June 9 - 12, 1989 (media representatives)

On June 9, Nationair brought eight representatives of major news media from Britain. This tour was co-sponsored by the Ontario Government, the local hospitality industry and Nationair to familiarize media personnel with the attractions in our Region. These writers were very pleased with our Regional attractions, airport facilities and will subsequently be producing articles for their respective papers.

B.1.5 Tourism Marketplaces

1. Empire Trailways, Rochester N.Y. January 4 - 5, 1989 (Alexander Tour and Travel)

Motorcoach marketplace to promote Greater Hamilton to 400 group leaders from Buffalo, Rochester and Syracuse by way of timed appointments. A very productive marketplace.

2. Ministry of Tourism and Recreation-Sponsored Market Blitz California, January 16 - 20, 1989

To promote Greater Hamilton to hundreds of tour operators and group leaders in the Los Angeles/San Francisco area. We were accompanied by Canada Coach and the Royal Connaught Hotel and the response was very good. Considerable business has been booked from this sales blitz.

3. Attractions Ontario Marketplace, Kitchener, Ontario February 6 - 7, 1989

Over 750 tour operators and group leaders attended. Joining us were representatives of Hamilton Historic Sites, Canadian Warplane Heritage Museum, African Lion Safari, Ancaster Old Mill Inn and Canada Coach. Greater Hamilton hosted a reception prior to the dinner, as the 1990 marketplace will be held in Hamilton. Leads were distributed to tourism partners.

4. Tourism Canada Michigan-Detroit-Grand Rapids-Flint, Michigan March 5 - 8, 1989

Consumer and travel trade. Approximately 8,000 attending. Sponsored by Canadian Consulate Detroit.

5. Tourism Canada - New York - March 14 - 16, 1989

To promote Greater Hamilton to approximately 900 travel agents and group leaders in Buffalo, Rochester, Binghampton and Syracuse, N.Y. Sponsored by Canadian Consulate Buffalo. Many groups booking as a result of this marketplace.

6. Travel Expo - Rochester, N.Y. - March 29 - 31, 1989

Over 100 major tour operators and 2,000 group leaders attended. The "Greater Hamilton Booth" attracted tremendous interest. The facilities represented at this marketplace were Art Gallery of Hamilton, The Hamilton Philharmonic Orchestra, Ancaster Old Mill Inn, Canadian Warplane Heritage Museum, Mount Hamilton Banquet Centre, Hamilton Historic Sites, Hamilton Region Conservation Authority, African Lion Safari, Royal Connaught Hotel, Sheraton Hamilton and the Holiday Inn.

7. Pennsylvania Bus Association - April 4 - 5, 1989

Harrisburgh, PA - promoting Greater Hamilton to 800 group leaders representing 35 motorcoaches throughout the state of Pennsylvania.

8. Rendez-vous Canada - Vancouver, B.C. - April 16 - 19, 1989
(World-wide Travel Trade)

To promote our Region to tour operators and buyers from international locations by participating in timed appointments. A follow-up mailing has been done and leads supplied to our tourism partners.

9. I.T.B. - Berlin, March 4-9, 1989
(Co-sponsored by Tourism Canada and the Ministry of Tourism and Recreation).

Staff accompanied by Councillor Don Ross and staff of Canada Coach Lines promoted Greater Hamilton at this International Tourism Exchange. Our ideal location, competitive hotel rates, Fun Trek Tours and the recent announcement of Nationair offering scheduled service to Brussels (a mere 1 1/2 hours drive to West Germany, Holland, and Northern France borders) bode well with the numerous inquiries received at our booth. We received visits from the Canadian Ambassador and the Mayor of Berlin and, as well, we received coverage from an International Trade Magazine.

10. Japan Promotion (April 6 - 13, 1989)

Staff accompanied Mayor Morrow and a city delegation to Tokyo and Fukuyama for the purpose of promoting Greater Hamilton as destination for Japanese tourists now making their way to Southern Ontario in increasing numbers. With the assistance of the Provincial Government coupled with the presence of Mayor Morrow, a large number of Tour Operators, Travel Agents and news media attended our promotion and subsequently resulted in many worthy leads being generated. Staff also met with the new owners of the Sheraton who have demonstrated their willingness to assist us in attracting a share of this lucrative market.

11. Brussels Promotion (May 7 - 11, 1989)

In co-operation with Nationair, the Region led a delegation of representatives from Regional Council, the media, local hotels, Chamber of Commerce and staff of Hamilton Airport, Economic Development and Transportation departments to Brussels to promote the new scheduled air link. The delegation met with the Mayor of Brussels, the Canadian Embassy Trade Commissioner and more than 100 members of the tour and travel business. Many business opportunities were realized.

B.2 CONVENTIONS PROMOTION

The mission is to attract a larger share of national, provincial and international conventions and meetings market and give good quality service to confirmed conventions to foster rebookings.

This is shaping up to be an outstanding year for conventions in Greater Hamilton. Already in the first half of 1989 there were 108 Conventions in Greater Hamilton bringing approximately 32,000 delegates and generating over \$60 million into the Region's economy. Three events brought in more than 10,000 spectators. The second half of 1989 is expected to be even busier.

There were 27 Convention Bids prepared by the department. Sales efforts were augmented by direct mailings, media advertising, sales calls and marketplaces and tradeshow attendance. Representatives of 17 associations were given site inspections and several association executives have invitations to look over convention facilities in Greater Hamilton.

Initiatives of local members of national, provincial and international associations, along with the strong support of the local hospitality industry, namely the Royal Connaught Hotel, the Holiday Inn, the Sheraton, HECFI, McMaster Conference Services, Hamilton and District Chamber of Commerce together with our department, have continued to work together in positioning Greater Hamilton solidly in the conventions market.

B.2.1 Advertising

New Convention ads have been developed. National ads blend with the overall campaign and feature a convention theme night. New Convention ambassadors are featured in the local campaign. See Supplemental report B.2.1 for details.

B.2.2 Direct Sales Support Programs

1. Audio/Visual

The audio/visual presentation GREATER HAMILTON GREATER CONVENTIONS was updated this year to include a message from Chairman Whynott, and redistributed to three downtown hotels, the Hamilton Convention Centre, Copps Coliseum and McMaster University Conference Services. Tapes were used extensively by this department in bid presentations and convention building efforts.

2. Brochures

Convention marketing brochures, namely the "Attitude" Convention Kit, the "Greater Excitement" lure brochure, the accommodation and dining guides and the "Be A Convention Ambassador" brochure were used in bidding for conventions, direct mailings, response to prospective client inquiries and special promotions and servicing.

3. Newsletter

The Tourism and Convention Services Skyline was published and distributed twice this year. Included in it were convention related articles of interest as well as information on upcoming conventions and details of conventions already held. These publications were distributed to representatives of the local hospitality industry, Provincial and Federal tourism agencies and to over 300 selected association executives.

4. Data Bank

In 1988 the enormous task of inputting paper files of Provincial, National and International Associations into a computer was undertaken. This process has continued during the first half of 1989. In addition, files continue to be updated and qualified as bonafide leads. These computerized listings enable staff to work efficiently and effectively in soliciting convention business by providing timely and updated information, qualified mailing lists and targeted market reports.

5. Convention Ambassador Awards Reception

In May of this year, the third Annual Convention Ambassador Awards Reception was held to acknowledge those local citizens instrumental in convincing their Association to bring a future convention to Greater Hamilton. Certificates were awarded to approximately 120 local citizens in recognition of their outstanding contribution to the hospitality industry.

A mini marketplace was held as part of the Convention Ambassador Reception featuring local businesses and associations who service Conventions.

The reception and awards ceremonies were made possible through the co-operation of the three downtown hotels, HECFI, the City of Hamilton, Hamilton & District Chamber of Commerce and the Economic Development Department.

6. Convention Attendance Building

Attendance building promotions were handled by local committees, assisted by our office with brochures, portable displays, and promotional momentos.

1. . Mardi Gras, Las Vegas, January
2. Mardi Gras, Regina, January
3. Christian Booksellers, most Provinces, March
4. National Council of Teachers of Mathematics, Grand Rapids, March
5. Canadian Orthopaedic Nurses , Edmonton , March
6. Alzheimer Society of Canada, Vancouver, April
7. Polymer Processing, Japan, April
8. Canadian Holstein Association, Quebec City, April
9. National Council of Teachers of Mathematics, Ottawa, May
10. Financial Executives Institute, Montreal, May
11. Canadian Society of Teachers of Mathematics, St. John, Nfld, June
12. Crimestoppers, London, June

Staff was involved in attendance building at conventions, providing promotional items, a custom-designed displays and banners.

1. Attractions Ontario, Kitchener, February
2. Credit Union Central, Toronto, March
3. National Council of Teachers of Mathematics, Orlando, April
4. Ontario Business Improvement Association, Sault Ste. Marie, May
5. Design and Technology Teachers of Ontario, Toronto, May
6. Appraisal Institute of Canada, Montreal, June
7. Ontario Municipal Social Services Association, Windsor, June
8. Purchasing Management Association of Canada, Calgary, June
9. Building Officials and Code Administrators, Shaumburg, June

The Ministry of Tourism and Recreation (on behalf of the Canadian Embassy in London, England) requested our assistance in providing a British writer with a site inspection of our convention and meeting facilities, attractions, and assistance the Region provides to meeting planners.

7. Convention Servicing

The Region had 108 conventions by June 30, 1989. Total delegates attending these conventions were 32,000 with an additional 10,000 spectators at three events.

Staff provided tourist information booths at the Convention Centre and downtown hotels for several major conventions and assisted convention organizers with spousal programs, theme nights, media arrangements, transportation assistance, etc.

The following conventions requested our services for housing assistance between January and June 1989:

1. Society of Ontario Veterinarians, January 1989
2. Ontario Liberal Party, March/April 1989
3. World Conference on Co-op Education, August/September

B.2.3 Direct Sales Programs

1. Convention Bidding

Bids submitted in 1989	27
Successful Bids	12
Unsuccessful Bids	2
Bids Outstanding	13
Secured from previous bids	6
Total Conventions Awarded to date in 1989	18

Although Visitor and Convention Services have assisted in preparing bids initiated by groups within the Region, the following bids are those initiated and completed by our department.

1. Association of Public Safety Communications Officers
2. Canadian Waterwell and Hydrology Exposition and Convention
3. Sertoma International
4. Commonwealth Pharmaceutical
5. Ontario Plowmen's Association
6. All Allied Airborne Associations Reunion
7. Ontario Young Liberals
8. American Academy of Forensic Sciences Annual Conference
9. International Order of the Alhambra
10. Rotary District 715
11. Canadian Pharmaceutical Association
12. Ontario Business Improvement Area Association
13. Alcoholics Anonymous General Service Forum
14. Motels Ontario Association
15. World Judo Championships
16. PAN AM Judo Championships
17. Digital Equipment User Society
18. Canadian Organization of Campus Activities
19. Industrial Developers Association of Canada

20. Canadian Association for Pastoral Education
21. University Association of Emergency Medicine
22. Ontario Public Health Association
23. Ontario Municipal Social Services Association
24. Liberal Party of Canada Leadership Convention
25. Meeting Planners International Regional Conference
26. Canadian Country Music Association
27. Ontario Association of Homes & Services for Seniors

2. Site Inspections

Seventeen site inspections of our Region's convention facilities, hotels and area attractions were held during this half of 1989. Association Executives were invited to meet with representatives of our department and our hospitality industry to see what Greater Hamilton could offer their conference.

1. Canadian Pharmaceutical Association
2. Sertoma International
3. Canadian Holstein Association
4. Canadian Association of Speech-Language Pathologists and Audiologists
5. Commonwealth Pharmaceutical Association
6. Ontario Business Improvement Area Association
7. PBX Telecommunicators
8. All Allied Airborne
9. Order of the Alhambra
10. Rotary District 715
11. Ontario Municipal Social Services Association
12. Meeting Expectations
13. Ontario Music Educators Association
14. Canadian Organization of Campus Activities
15. International Joint Commission
16. Ontario Association of School Business Officials
17. National Network of Urban Core

B.2.4 Association Marketplaces

Departmental staff attended two very significant Convention Marketplaces to market Greater Hamilton as a Convention destination.

1. International Association of Convention and Visitors Bureau (IACVB), Washington - February 23 - 25

Entitled "Destinations Showcase '89 - A Site Selection Supermarket" and sponsored by IACVB, this marketplace/tradeshow offered convention bureaus, convention centres and exhibit facilities exclusively, an opportunity to showcase their convention facilities to almost 500 meeting planners and association executives. Several leads were generated and continue to be followed up on.

2. American Society of Association Executives (ASAE), Cincinnati, Ohio - March 11 - 15

Co-sponsored by the Ministry of Tourism and Recreation and Tourism Canada, this promotion was attended by over 2,500 delegates, consisting largely of American meeting planners. Several enquiries were made into accommodation/meeting facilities in Greater Hamilton.

B.2.5 Professional Development

Staff attended the following professional associations conferences to obtain necessary credits towards industry certification while networking with colleagues with similar job responsibilities.

- Association of Convention Operations Managers
Anaheim, California, January 5-7
- Ontario Convention & Visitors Association
Sudbury, Ontario, March 28-30
- International Association of Visitor and Convention Bureaux's
1989 Educational Symposium in Birmingham, Alabama,
February 11-14.

B.3 SPECIAL EVENTS

The mission is to create and attract new and exciting arts, cultural, sporting and entertaining type events to the Region and to provide promotional and technical assistance to existing events.

B.3.1 1989 Special Events

1. *Festivals of Winter (February 1 - 10, 1989)* - For the second year, Mardi-Gras and Winterfest shared volunteers, venues, advertising and promotion to successfully host these events. However, it was the first time the two combined names and promoted themselves under the umbrella name "Festivals of Winter". A joint press conference, opening ceremonies and selection of a Queen introduced the new organization. Attendance was high for the Mardi-Gras side of the Festival, estimated about 3,000. For the third year, the weather did not co-operate for outdoor events. However, organizers were prepared and estimated total attendance at 15,000.

2. *Maria Santissima Del Monte Festival (June 10 - 11, 1989)* - The Racalmutese community of Greater Hamilton recreated an ancient Italian festival in Hamilton at the St. Mary's Elementary School grounds on McNab Street North. Tasty Italian food, marching bands, choirs, orchestras, folk dancers and a religious procession were featured. The event, which attracted approximately 23,000 people including visitors from New York State, Pittsburgh, Toronto, St. Catharines and Welland, finished with a spectacular fireworks display. Organizers anticipate this to be the first of what will become an annual festival.

3. *Airport Days (June 10 - 11, 1989)* - Staff assisted the Airport Committee in developing a reception to enhance the awareness of Hamilton Airport and its services and to encourage more frequent use by local business people and travellers. The program consisted of two individual events. The first targeted local travel agents encouraging them to book more business clients through the airport. The second event encouraged local citizens to utilize the Hamilton Airport. Both events were well attended by approximately 7,000.

B.3.2 Special Events Groups

The following is a sample listing of organizations that have benefited from a variety of services provided by this Department.

- Festival of Friends
- Spectator Indoor Games
- Festivals of Winter - Mardi-Gras
- Hamilton Tiger Cat Football Club
- Hamilton Steelers Soccer Club
- Hamilton Redbirds
- Boris Brott Summer Music Festival
- Earthsong Festival of Friends
- Summer Music Games - DCI Canada '89
- Miss Hamilton Pageant
- Downtown Promenade B.I.A.
- Business Advisory Council
- The Scattolon International Cycling Race
- Tour Du Canada (formerly Niagara Classic)
- Hamilton Airport Days
- Hamilton International Air Show
- It's Your Festival
- Geritol Follies
- Heritage of Christmas
- Christmas Around the World International Children's Centre
- YWCA - 100th Anniversary Kickoff
- Marketing Advisory Committee
- Industry Education Council Symposium
- Maria Santissima Del Monte Festival
- Hamilton Marathon
- Conquerers II - Mini Grand Prix
- Canadian Parks and Recreation Association Conference

B.3.3 Promotion of Events '89

A prime function of the special events staff is to inform residents, visitors and potential visitors of as many events taking place within the Region. This was accomplished in a variety of ways.

1. Distributing information provided by event organizers through Regionally and Provincially operated tourist information centres as well as the various high traffic centres (i.e. auto clubs, hotels, attractions).
2. Production and up-dating of calendar of events for distribution to all local and bordering U.S. media, tourist centres, attractions, events organizers.
3. Major events listings in several publications issued by the department, i.e. Skyline "Events Update", Trade Show Lure Brochures, "Major Events".

4. Production of monthly Calendar of Events Ads and flyers during prime tourist season - May, June, July, August and September.
5. Pre-recorded telephone message listing weekly events ("The Event Line") available 24 hours at no cost to local (416) area residents.
7. Promoting and advertising the "Event Line" phone number 522-7772 in the Hamilton-Wentworth telephone book, Skyline newsletter, selected newspaper and magazine ads, tourism sign boards, Pixel Boards on Main and Catherine Streets and King and Tisdale Streets, local McDonald's Restaurant trayliners (during tourist season).
8. Placement of ads in local, regional and bordering U.S. newspapers.
9. Feature articles regarding events in quarterly newsletter Skyline.
10. Direct mail promotions.
11. Preparing public service announcements.
12. Radio advertising.
13. Attendance at marketplaces and tradeshow.

B.3.4 Tourism Task Force

The recommendaton for a restructure and development of a Tourism Task Force was approved by Council this year. The mandate of the Task Force will be to prepare a report on an annual basis regarding matters dealing with effectively marketing our Region to tourists and conventions.

Prospective candidates for appointment to the Task Force have been forwarded to Regional Council for approval.

B.3.5 Proposed Major Special Events

Regional Council has authorized this Department to undertake a feasibility study of two major special events.

1. Aquarama or Aquatennial

The establishment of a major water festival incorporating the Region's natural harbour location on Lake Ontario and various conservation areas.

2. World Marching Band Review Competition

Will bring together the sights, sounds and pagentry from around the world.

This study will address the type of activities, venues, causes for celebration, organizing committee structure, budget required, possible funding sources, programs and timing of the event. In order to properly conduct this study, staff will research existing similar festivals and events.

C.

SUPPLEMENTAL REPORT

A. BUSINESS DEVELOPMENT

1. NEW BUSINESS
LOCATIONS
IN REGION

Company Name	Product	Jobs
Graphic Access Ltd.	Printing	12
Almer Contracting Ltd.	Builder	6
Healy Contracting Ltd.	Builder	7
ATA Property Management	Property management	2
Service Letter Shop Inc.	Printing	9
Transport Canada Inc.*	Government	100
Capco Inc.	Consulting	2
Easy-Vac Ltd	Vacuum systems	4
Helmar Management Ltd.	Engineering	7
Bapco Ltd.	Building products	5
Wonder Floors Ltd.	Installations	3
Complete Kitchen & Interiors	Kitchen cabinets	5
McCulloch Office Systems	Shelving	5
Fine Analysis Laboratories	Analysis	3
Concord Mechanical Ltd.*	Heating/cooling	8
Acumechanical Ltd.	Mechanical contracting	5
Sutton Realty Ltd.	Real estate	17
Tab'n Ad Inc.	Advertising	6
Autofeed Corp.*	Feeder systems	8
Owner Operators Mutual Co-op Inc.	Insurance	4
Marc-Anthony Limousine Ltd.	Limousine service	10
Equity Centre	Financial services	5
Murray T.V. Ltd.	Repair	4
North West Electric	Electrical contractor	8
Industrial Feeder Systems *	Industrial systems	10
Yogi Bratch	Pharmaceutical	10
Activation Laboratories Ltd.*	Analysis	4
Coat-All Plastics Ltd.	Powder painting	3
Power Computers Ltd.	Personal computers	5
Annulus Inc.	Switches	7
Golder & Associates*	Medical products	7
H. Bernard Canada*	Aluminum smelting	30
Shenango Inc.(Canada Ingot Mold)* +	Ingot moulds	185
Auto-Genics	Automotive repair	5
Tidy-Car Service	Automotive cleaning	3
Thruway Muffler	Muffler repair	3
Mr. Transmission	Transmission repair	4
The Shoe Outlet	Wholesale/Retail Shoes	6
Stobor Inc.	Binary patch systems	5
Ontario Centre for Automotive Parts & Technology*	Manufacturing consultants	11
GGs Co. Ltd.*	Sheraton Hamilton Hotel	N/A
Total	42 Companies	543

* Companies from outside Region

10 firms/ 363 jobs

+Retained jobs

2. EXPANDED BUSINESS

Company	Product	Jobs
Uniglove Services Ltd.	Glove cleaning	5
Giammichele Electric Ltd.	Contractor	6
B & M Machine shop	Machine shop	8
Ferrone Construction Ltd.	Siding contractor	10
Royal Glass & Mirror Ltd.	Installers	4
Hamilton Prokleen Mtce. & Flooring	Commercial cleaning	39
Bear Automotive Ltd.	Auto repair	8
Fox Refrigeration Ltd.	Cooling systems	10
Stelco Inc.	Steel	225
A.M.A. Roofing Ltd.	Roofing contractor	25
Bell Technical Services Ltd.	Mobile telephone	12
Rainbow Aluminum Products	Aluminum services	7
Dominion Fluid Power Ltd.	Hydraulics	7
Mickey-Clair Drywall Ltd.	Drywall contractor	19
Bomber Manufacturing Ltd.	Clothing	60
Sergio's Custom Cabinets	Cabinets	12
Bella Pasta Ltd.	Food processing	10
Hamilton Monogram & Embroidery Ltd.	Printing	5
Medigas Ltd.	Compressed gas	23
Hamilton Freight Service Ltd.	Cartage	7
Avon Engineering Ltd.	Structural Steel	10
Upper James Toyota Ltd.	Car dealer	5
Northstar Dynamics Ltd.	Machine calibration	14
Mastroluisi, Pettinelli	Accountants	11
Grisdale Enterprises Ltd.	Fiberglass	6
Weld-Tech Products Ltd.	Welding products	5
Ashenhurst, Nouwens Ltd	Surveyors/engineers	25
Hydro Flex Ltd.	Pumps/hydraulics	16
Loomis Armoured Car Service Ltd.	Security	17
Promark Printing Ltd.	Printing	34
Dr. J. Fabrizio	Dental services	5
Tripemco Ltd.	Insurance brokerage	11
Blunt Business Forms	Printing services	5
Canada Post Corp +	Postal Services	300
Canadian Tire & Signal Inc.	Sales/services time clocks	4
Promold Corp	Plastic moulds	5
D. A. Warring & Sons Ltd.+	Wholesale eggs distributor	11
Total	37 Companies	986
+ Retained jobs		

3. ECONOMIC INDICATORS

Regional Population Growth 1979-1988

TABLE 1

Municipality	1979	1980	1982	1985	1988
Hamilton	306,538	306,640	308,102	307,690	309,679
Ancaster	14,107	14,294	14,733	16,542	20,404
Dundas	19,266	19,501	9,699	20,081	20,950
Stoney Creek	33,896	35,639	37,481	41,964	45,908
Flamborough	24,017	24,234	24,575	25,541	27,688
Glanbrook	9,934	9,737	9,585	9,446	9,494
Greater Hamilton	407,758	410,045	414,175	421,264	434,123
Avg. Annual Change	272	2,287	2,065	2,363	2,734
Avg. Annual % Change	.07%	.56%	.50%	.57%	.65%

Source: Ministry of Revenue, Assessment Services Division and Hamilton-Wentworth Planning and Development Department

Labour Force Summary 1984-1989

TABLE 2

Indicator	June 85	June 86	June 87	June 88	June 89
Population 15 Yrs. Plus	441,000	444,000	450,000	458,000	467,000
Active Labour Force	289,000	300,000	318,000	320,000	329,000
Employed	260,000	278,000	302,000	303,000	309,000
Unemployed	29,000	22,000	16,000	17,000	21,000
Not in Labour Force	152,000	144,000	132,000	139,000	138,000
Participation Rate	65.4%	67.5%	70%	69.8%	70.5%
Unemployment Rate	10%	7.3%	5%	5.4%	6.3%

Source: Statistics Canada

Building Permits By Sector

TABLE 3

Indicator	June 86	June 87	June 88	April 89
Industrial	81,820,373	49,073,684	8,728,612	9,306,844
Commercial	25,751,810	38,145,153	12,388,220	14,491,171
Residential	116,594,031	160,369,319	101,246,748	71,793,189
Institutional	74,622,446	31,678,837	5,152,211	14,388,236
Total Value	298,788,669	279,266,993	127,515,791	132,607,668

Source: Area Municipality Building Departments, 1989

* Preliminary figures to April 1989, Hamilton figures to March. 1989

**Building Permits
By Municipality
April 1989**

TABLE 4

Place	Industrial	Commici'l	Institut'l	Resident'l	Total*
Hamilton	5,446,044	11,454,126	941,236	42,747,457	60,588,863
Stoney Creek	2,503,500	2,035,000	12,866,000	9,094,000	26,498,500
Flamborough	391,800	1,893,500	305,000	15,339,867	18,726,667
Dundas	0	284,545	60,000	3,120,661	3,465,206
Ancaster	1,275,500	200,000	0	19,193,732	20,669,232
Glanbrook	565,000	15,000	216,000	1,866,200	2,659,200
REGION	10,975,344	15,882,171	14,388,236	91,361,917	132,607,668

Source: Area Municipality Building Departments, 1989.

* Hamilton building permit figures are recorded to April 30, 1989.

**Publicly-Owned
Industrial Land
Sales**

TABLE 5

Indicator	June 86	June 87	June 88	June 89
Transactions (Total No.)	13	41	24	6
Acres Sold Total	17.75	50.07	29.10	5.19
Value of Sales (\$000)	711.5	2,149.7	1,929.9	329.2
Av. cost/acre (\$000)	40.1	42.9	66.3	63.4

Source: Economic Development Department reports and City of Hamilton Real Estate Department, June 30, 1989

**Business
Development
Inquiries**

TABLE 6

Indicator	June 86	June 87	June 88	June 89
Inquiries	107	167	211	300
Completions	11	42	28	79

Source: Business Development records and reports, 1986-1989

Resident Real Estate Activity

TABLE 7

Indicator	June 86	June 87	June 88	June 89
Listings (Total)	11,036	12,488	12,061	13,533
Sales (Total)	6,385	6,378	6,474	7,076
Volume (\$Millions)	570.7	734.7	848.1	1,160.9

Source: Metropolitan Hamilton Real Estate Board Housing Market Reports, and Economic Development reports.

Housing Starts

TABLE 8

Municipality	June 86	June 87	May 88	May 89
Ancaster	186	179	107	93
Dundas	39	107	46	42
Flamborough	200	94	98	97
Glanbrook	19	15	8	11
Hamilton	512	624	228	770
Stoney Creek	323	204	196	183
Greater Hamilton	1,279	1,223	683	1,196

Source: Canada Mortgage and Housing Corporation, 1989 and Economic Development Department reports.

Bankruptcies

TABLE 9

Type	June 86	June 87	June 88	May 89*
Business	40	21	25	27
Consumer	159	248	169	170

Source: Consumer and Corporate Affairs, Ottawa

*Preliminary to May 31, 1989

B. TOURISM AND CONVENTION SERVICES

B.1 TOURISM

B.1.1 Advertising

Local Market	Media	Details	Date
	Radio	CKOC, CKLH, CKDS CHML, CHAM- 216 X 30'S,	w/o May 15 June 5-30
	Brabant Visitors Guide	1 page, 4 col. - "Splash"	Annual
	Hotel Directories	1 page, 4 col. - "Welcome"	Annual
	Electromedia	2 signs - "Event Line"	June
	Spectator	Tourism Awareness Week Ad.	May
		July Events Ad	June
		Special Event "Racalmutese"	June
<i>Extended Market</i>	Buffalo News	150,000 inserts - "Splash"	May
	Pittsburgh Press	100,00 inserts - "Splash"	May
	Leisureways	1 page, 4 col. - "Splash"	June

B.2 CONVENTIONS

B.2.1 Advertising

Local Market	Media	Details	Date
	Transit Shelters	13 Shelters (3 Ambassadors)	June
	CKDS	18 x 30'S	w/o May 15 June
	CHML	18 x 30's	w/o May 15 June
Extended Market	Association Executives	1 page, 4 col. -"Kick"	Feb., April June
	En Route	1 page, 4 col. -"Kick"	May
	Meeting & Incentive Travel	1 page, 4 col. -"Kick"	April
	Travelling on Business Travel	1 page, 4 col. -"Kick"	April, May

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